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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 16 SPRUCE ST., NEW YORK.

VOL. XX.

NEW YORK, SEPTEMBER 29, 1897.

No. 13.

Pennsylvania's

BOOKS
OPEN
TO ALL



Klondike

IS

The.....

Philadelphia

RECORD

There is a business vein running through its advertising columns which yields an immense return. Every successful merchant and tradesman is a prospector therein.

Why don't YOU "stake out" a claim—for ten lines or ten thousand?

Average Circulation in 1896:

DAILY EDITION 170,402
SUNDAY EDITION 124,234

For Rates address

THE RECORD
PUBLISHING CO.
PHILADELPHIA.



The Summer Girl

Has departed, but is not forgotten.
She has left remembrances.

Like this same summer girl, good practical advertising, although it may have expired, has left its indelible imprint.

If continued year after year that imprint is so deeply impressed upon readers that there is no getting away from its influence.

No people are so easily influenced as those living in the country, provided they have confidence in the influencing medium.

The one, and practically only, publication in which these people believe is the **local weekly**.

That reaches every person in town worth reaching.

1,600 local papers comprise the
Atlantic Coast Lists.
Located in New England, Middle and Atlantic Slope States.
They reach weekly more than one-sixth
of all the country readers of the United States.
One order, one electro does the business.
Catalogue and estimates for the asking.

Atlantic Coast Lists, 134 Leonard St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1883.

Vol. XX.

NEW YORK, SEPTEMBER 29, 1897.

No. 13.

HARPER'S PERIODICALS.

The following account of the origin of the great house of Harper & Brothers is copied from a publication that appeared in 1847—fifty years ago:

HARPER & BROTHERS.....\$500,000

This firm consists of four brothers, James (formerly mayor of this city), John, Joseph W. and Fletcher. They are of a respectable family on Long Island, and, coming to this city, learned the printer's trade. James and John, under the firm name of J & J. Harper, after their time was out, commenced doing job work and printing for publishers. The distinguished house of Collins, Keese & Co. (now Collins Brothers), large publishers of school books, gave them employment. Getting out of work, they applied to the Collinses for advice as to what book they should print. The Collinses gave them advice and they printed a work which was successful, followed up by another fortunate book, until at length they became publishers, and finally their two other brothers being added, they enlarged their business under the firm name of Harper & Brothers. They are now the most extensive publishers in this country, and their names, in the history of literature, will be associated with those of Galliane, Constable, Murray and Longman. They have, in different parts of America, from twelve

to fifteen hundred booksellers acting as their agents, besides a large number of traveling clergymen and other itinerants. So extensive is their business connection that should they dispose of but one or two copies to each agency they would be sure to pay the expenses of publication, and no matter what work they may publish they are sure to dispose of on an average more than two copies to each house with which they deal. They have a correspondence established not only with every considerable place in this country, but with cities abroad where books are published, informing them of every

work worthy of publication. They have besides, in this city and other parts of the United States, many literary men in their employment to pronounce their opinion of manuscripts submitted for publication, to revise those that are imperfect, and to write notices and puffs for the more important newspapers and magazines which they have either directly or indirectly subsidized to their interest.

John Wesley Harper, who has been chosen president of the new corporation of Harper & Brothers, is the

senior member of the house. He is the son of John Harper, one of the original founders of the house of Harper & Brothers. From 1825 to 1869 the firm was composed of James, John, Joseph Wesley and Fletcher Harper. The last one of these, Fletcher Harper, died in 1877.

Mr. John Wesley Harper, whose portrait is given, was prepared for college at the Anthon Grammar School, and entering Columbia College, was of the class of 1852. He was graduated with distinction and delivered the valedictory oration. He became a member of the firm in 1869.

WHAT THE PRESS SAYS ABOUT THEM.

No publishing house has yet succeeded in ministering, as the Harpers do, through their periodicals, to old and young, men and women seekers for current news graphically illustrated, scholars, travelers, and artists, and children of all ages.—*Observer, N. Y.*

A glance through the bound volumes for the year 1896 of the four illustrated periodicals issued by Messrs. Harper & Brothers



JOHN WESLEY HARPER.

will afford ample proof of the fact that, in excellence of finish and perfection of the mechanical processes of black and white reproduction, the better-class American publications stand on a higher plane than that reached, as yet, by any similar serials in Europe. Both in wood-engraving and in the delicate half-tone reproductions by the screen process the improvement brought about in the last few years by the expenditure of time, money

year. Then we live again through the most stirring events of the twelvemonth, and find here the material out of which the history of our time is made. The *Weekly* has no peer in its broad field.—*Hatchman, Boston.*

The *Bazar* continues to be a criterion of taste in the woman's world.—*Outlook, N. Y.*

In the *Weekly* the current news is intelligently set forth and appropriately illustrated; in the *Bazar* the latest news of the fashiona-



JAMES HARPER.



JOHN HARPER.



JOSEPH W. HARPER.



FLETCHER HARPER.

THE FOUNDERS OF THE HOUSE.

and artistic taste is most marked.—*N. Y. Sun.*

It is to be doubted whether a finer specimen of the art of illustrating could be shown than *Harper's Monthly*, offering, as it does, the work of our foremost artists and designers.—*Chicago Evening Post.*

The value of the *Weekly* as a record of current events, made vivid by photograph and pencil, as well as by pen, is not apt to be realized until one looks over these pages for a

ble world is told with a fullness of detail that is sure to interest the female world; in the time-honored *Monthly Magazine* we find excellent fiction and many admirable light sketches, essays and poems, and in the *Round Table* there is a wealth of entertainment and information for the young people.—*N. Y. Herald.*

One needs to see these annual volumes to realize the tremendous elevating influence

which this famous publishing house exerts upon literature and society. It is not by the expenditure of money alone that these periodicals attain their present high reputation, but it is quite as much by the good judgment and high standards of those who conduct them.—*Boston Journal*.

They preserve for readers and students generally the history of the leading events of the year and constitute an art record both pleasant and valuable for record.—*Brooklyn Eagle*.

Should a foreign advertiser visit the United States with the view of opening an advertising campaign he would be likely to pay an undue amount of attention to the selection of the very best weekly and monthly publications, and would not proceed very far before those emanating from the house of Harper & Brothers would stand before him as, perhaps, the most conspicuous of all.

From no other single office does so large a number of excellent high-class periodicals issue. They are all periodicals for the family circle. The *Magazine* keeps track of the world of literature; the *Weekly* deals with politics and every-day affairs; the *Bazar* appeals specially to women, and the *Round Table* interests the little ones. Each publication covers its separate field, and all find a welcome in the growing family of the prosperous American citizen.

The advertiser who would secure the services of the periodical press, to make known the excellence of his wares,

ums to influence its readers. A letter of introduction from a leading citizen opens wider the door than a similar letter from a man of inferior position. In the same way does the character of a paper exert an influence in opening the doors of buyers to the wares advertised in its columns. Of this fact advertisers are well aware.

It has been said of the New York *Evening Post* that so far as character of circulation goes no paper claims superiority to it. There is no paper that is not content to assert that the character of its circulation is as good as that of the *Post*. What is asserted of the *Evening Post* is equally true of the Harper publications. Their readers are of the best class that exists and there are few advertisers who would not be content to pay from two to four times as much per thousand for the circulation of the Harper periodicals as would be required of the common run of other monthlies and weeklies. Yet these publications, with all their excellence and all their prestige, carry the announcements of only a comparatively small proportion of the leading American advertisers and the reason for this is that it is the policy of the house of Harper & Brothers to keep the extent of their issues a profound secret and advertisers have become "scary" about buying quality without even some knowledge of the quantity.



seeks the medium that will place his announcement before the largest number of prosperous people in the way most likely to attract their attention, and at the lowest cost, considering the number and the sort of people reached and the probable ability of the medi-

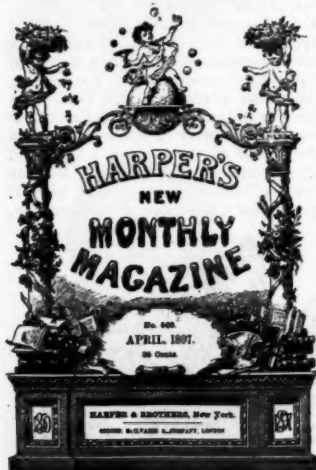
An old picture which Harper & Brothers frequently use when advertising their periodical publications represents a refined looking family gathered round their hearth engaged in reading. The mother holds in her hand a copy of Harper's *New Monthly Magazine*; the

father is reading a copy of *Harper's Weekly*; the daughter is absorbed in *Harper's Bazar*, while in one corner sits a little boy, his attention entirely given to a copy of *Harper's Round Table*. The text that usually accompanies this picture says that the Harper periodicals are the best for family reading. The combination certainly supplies as wide a variety of reading as the diverse tastes of the various members of an intelligent American family would require.

Harper's New Monthly Magazine was established in 1849. It has always retained the "new" in the title, although it has ceased to be "new" for almost fifty years. It is without question the representative American magazine, as well known in England as in the United States. If you ask an Englishman to name an American magazine, he will say "*Harper's*" almost at once. After awhile, perhaps,

the *New Monthly* in assured position. It is the Gibraltar of American magazines. It has a constituency of its own whose cultivated literary taste can not be tempted away by the more sensational bill of fare of the lesser magazines. Even in its own class it seems to have a more assured position than the others; not perhaps because the others fail to equal it in merit, but more probably on account of its being the first great American magazine established that still survives and has kept in the front. Age gives an indefinable strength to a publication; and when in addition it is really as good as its friends think it, the combination is strong. All the Harper publications are constantly in search of fresh literary talent. There is a standing order to the Harper editors to purchase whatever is available, and "trust to opportunity to publish," paying meanwhile on acceptance. When a writer of stories or novelettes succeeds in getting a story into *Harper's Magazine* he feels that the literary world has accepted him. Among the successful American magazines *Harper's New Monthly* stands most conspicuous. In some respects it may be urged that the *Century* excels it. Without doubt *Munsey's* ten-cent magazine has a larger sale, but before the *Century* existed or *Munsey's* was thought of, *Harper's* was the leading American magazine and is better to-day than it ever was before and to the minds of many excellent people is just as good as such a periodical can possibly be made.

Harper's Weekly is an illustrated newspaper. It is difficult to say whether it is most noted for the strength of its editorials or the excellence of its pictures. No publication excels it in the latter respect. When it sets out to illustrate a public



he will recollect others, but upon inquiry you will discover that it is *Harper's* that he always thinks of when he thinks of American magazines. It is said that more copies of the monthly are sold in Europe than in America. This probably is not true and if it is true it does not interest an advertiser in the American edition, for the advertisements of the two are quite separate and distinct. Our low-priced popular monthlies have a larger circulation, but none approach



event it does it in a manner that few publications ever approach. The numbers issued during the Civil War were so accurate a pictorial record of the struggle that they are highly valued to-day. The *Weekly*, perhaps, enjoyed its greatest prestige when, in the days of Tweed, it employed Nast to caricature that "boss." It is said

to have lost considerable of its circulation in 1884, when it cast its influence against James G. Blaine and in favor of Grover Cleveland. It was a Republican newspaper at the time, but George William Curtis, who edited it, had no quixotic ideas about fealty to party, and it became a "Mugwump" organ, and has so remained, with a greater tendency, perhaps, to Democracy than to Republicanism. It fought a good battle for sound money in the last national campaign. Henry Loomis Nelson, a well-known newspaper man, is the editor. He succeeded Richard Harding Davis, who found editorial chains too galling. The *Weekly* must go to an exclusive and select class, for the matter it publishes would interest no others. It is usually found on the sensible and conservative side of all public questions, and molds rather than is molded by public opinion. As an illustrated weekly newspaper the *Weekly* has never really had a competitor. It may have been claimed from time to time that some other paper was just as good as *Harper's Weekly*, but the rival has, after a time, ceased to appear, while the journal it attempted to compete with has held its own for more than forty years and is to-day the handsomest, best-printed, most influential illustrated weekly that America has ever produced.

Harper's Bazar is usually termed a fashion journal. Its contents are, however, about equally divided between fashion and fiction—the two classes of reading matter that women love most. The mechanical excellence that characterizes the *Weekly* is also ap-



parent in the *Bazar*, which resembles the other in size and general appearance. It is difficult to assign it to a class, for it practically stands in a class by itself, no other ladies' journal or fashion journal resembling it much. Placed in either category it would stand very near the top.

It has made its weekly appearance for nearly thirty years. Its subscribers have always been among the cultivated and well-to-do. It was at its inception a conspicuous example of a paper that sprung full grown from the brain

of its originator. It was a success from its first issue and is reported to have earned a hundred thousand dollars for its owners in the first year of its life. Before 1868 everybody spelled the word bazaar but now every American is satisfied with bazar.

Among juvenile papers, *Harper's Round Table*, until recently called *Harper's Young People*, takes a respectable rank. The best stories of popular authors for boys and girls have been published in it. Compared with the *Youth's Companion*, the *Round Table* does not, perhaps, make a good showing, but when compared with any



other young people's paper it appears to leave nothing to be desired. It is the fate of juvenile publications, except in the conspicuous case above referred to, to be always held of secondary importance in the publishing house from which they emanate, and *Harper's Round Table* does not wholly escape this blight.

The advertising rates in *Harper's* publications are \$1.75 a line for the *Magazine*, \$1.00 a line for the *Weekly*, \$1.00 a line for the *Bazar* and 50 cents a line for the *Round Table*.

Messrs. Harper pursue the old-time policy of keeping it to themselves what edition they actually do print and the impressions among advertisers are widely various. Some suppose the edition of the *Magazine* to be in the neighborhood of 200,000, others think it very much less than 100,000, but whatever it is, it is admitted on all sides that an advertisement in *Harper's Magazine* will do as much good as the same advertisement can do in any other magazine whatever.

The circulation of *Harper's Weekly* will be variously estimated, some setting it as high as a hundred thousand and some as low as 25,000. If it were known to a certainty that its weekly sale reached 25,000, probably its advertising patronage would increase rather than decrease. On account of its high class, its tendency to be preserved in the library and in the sitting-

room, to be loaned to the neighbors and to friends and finally preserved for binding, few copies of *Harper's Weekly* are thrown away until they are worn out.

The advertising rates of the *Bazar* are the same as for the *Weekly*, although the circulation of the *Bazar* is probably less. Just what it is nobody knows. PRINTERS' INK is satisfied that the advertising patronage of all Harper's publications would be considerably increased if they could be brought to follow the very respectable example of the New York *Evening Post* and tell everybody how many they print of every issue.

Probably in proportion to value given the advertising rates charged for the *Round Table*, 50 cents a line, are the dearest of any and the rates for the *Monthly*, \$1.75, the cheapest of any. Among advertising agents, brokers and canvassers Harper's publications are dealt with somewhat on the same basis that a boy sometimes regards a hot horseshoe that has cooled just enough to lose its redness. It looks innocent enough, but having burned his fingers in trying to take up other horseshoes looking equally innocent, he is inclined to pass horseshoes by for the present. Some agents are able to print advertisements in the three weekly publications at about 50 per cent of the schedule rate, while the majority seem to be held up pretty close to the published schedule. This is a system that has obtained with the Harpers in the management of their advertising business most of the time for a third of a century at least, and when one considers the well-known astuteness of the management it may be concluded that such a system has something in it to commend it, although just what it is may be is not so very apparent to an outsider.

ADVERTISING RATES PER LINE IN HARPER'S PUBLICATIONS.

	1 time.	1 year.
Harper's Round Table, W'kly.	\$.50	\$.37½
Harper's Bazar, W'kly.	1.00	.75
Harper's Weekly (inside),	1.00	.75
Harper's Weekly (outside),	1.75	1.31¼
Harper's Magazine, M'hly.	1.75	1.31¼

NET AGENCY RATE.

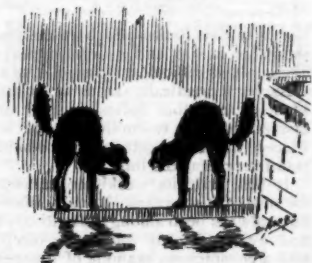
	1 time.	1 year.
Harper's Round Table, W'ly.	\$.42½	\$.31 4-5
Harper's Bazar, W'ly.	.85	.63¼
Harper's Weekly (inside),	.63¼	.63¼
Harper's Weekly (outside),	1.11½	1.11½
Harper's Magazine, M'hly.	1.18	1.18

There is believed to be a net rate in vogue of 25 cents in *Harper's Round Table*, 50 cents in *Harper's Weekly*

and *Harper's Bazar*, to one or two agencies. Agate is the basis of measurement.

The observer who takes in hand a late issue of *Harper's Weekly* will note first that it carries but a comparatively small number of advertisements. He will then observe that of the space devoted to advertisements a liberal proportion is used by the Messrs. Harper & Brothers themselves; also that a considerable proportion of the advertisers who do occupy space are of the heavy respectable sort such as Brown Brothers & Co., Bankers; Arnold, Constable & Co., Dry Goods, and of new advertisers who naturally place their announcements in the supposed to be best papers without attempting to study the relation between cost and probable value. To make the point plainer, let the interested reader examine a recent copy of the *Ladies' Home Journal* of Philadelphia, a paper that is even more particular than the *Weekly* about the character of its advertisements. It does not pretend to appeal to any better class of readers, although they are of the best, yet tells its circulation without reserve and carries in its advertising columns the announcements of all those advertisers who are most careful to get their money's worth. With no announcements of its own publisher's business and no patent medicine advertisements, this paper carried more than three times as many lines as are occupied in *Harper's Weekly*. And each and every line is charged for at more than five times the price that is demanded for the other. It is rarely that so good an example can be pointed out of the value to a newspaper of letting its circulation be known.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE WAR CRY,"

THE CIRCULATION
OF
The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's
CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

THE TRUE IMPORTANCE OF DISPLAY.

By W. H. Eastman.

There is a growing tendency with many writers on the theory of advertising to speak slightly of the importance of judicious display. I regard this as the swinging of the pendulum from the opposite and once popular notion that display makes the ad. Between these two extremes may we not, by looking closely, discover the golden mean?

All will admit that a well written ad may be spoiled in the setting. Inferentially, the force of the same ad will be augmented by good typography. No amount of good taste in the use of type, on the other hand, will make a badly written ad good.

Good cloth is essential to a good suit of clothes, but something depends on the tailor. A merchant's goods are not impaired in quality by dumping them promiscuously in his store without system or order, but he will attract more trade by a pleasing display of the same goods in his show windows.

The ultimate aim of an ad is to the pocket, but the maker of ads should be wise enough to see that the pocket can be best reached by way of the

brain, and that the straight line to the brain is through the eye.

The importance of display varies with the nature of the ad: In classified ads display is considered unnecessary, as they are supposed to appeal to classes that are specially looking for them, though the classification of them in itself forms what might be called a form of display. To some extent the ads of the dry goods and department stores are sought out by those who are interested, and to that extent display is relatively unimportant, while its relative importance is measured by the desire to attract those at present uninterested.

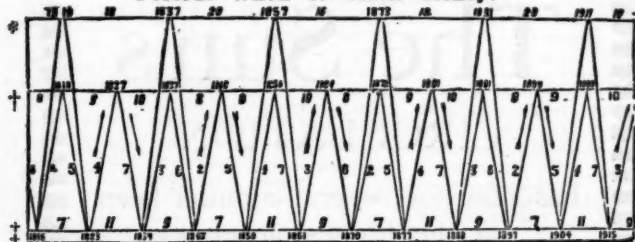
We have not far to seek, then, for the golden mean of the ad-builder:

Good, straightforward king's English and well-chosen display go hand in hand.

STREET CAR ADVERTISING.

Talking with a large general advertiser who uses newspapers, street cars and billboards, he said he didn't think street car advertising in the summer worth as much as in the winter; a good many open cars are used, and people do not read advertising in open cars, and everybody rides outside who can on all cars. On the other hand, billboards are worth more for the very same reason—people look out from the cars and read the ads on the boards as they go along.—*Ad Book.*

Periods When to Make Money.



* Years in which Panics have occurred and will occur again. Their regular cycles are 16, 18 and 20 years.

† Years of GOOD TIMES, High Prices, and the time to sell stocks and values of all kinds. Their cycles are 8, 9 and 10 years.

‡ Years of HARD TIMES, Low Prices, and a good time to buy Stocks, "CORNER LOTS," Goods, etc., and Hold till the "Boom" reaches the years of good times, then unload. Their cycles are 9, 7 and 11 years. "Sure Thing." Save this diagram and watch it closely.

The diagram which we give was published on a business card by George Tritch in Denver, Colorado, in 1872. We reproduce it from the card, with the explanations given with it. The diagram is not altogether accurate; for example, the panic Tritch predicted for 1891 actually occurred in 1893; still, the year 1891 witnessed the beginnings of the depression and the shrinkage in values which culminated in the crisis of 1893. It will be noted that the diagram gives the year 1897 as the time when an upward movement was to begin, and when it would be wise to buy stocks and real estate. The upward movement did begin then. It is evident that the TIME TO MAKE MONEY has come! All signs point to a great wave of prosperity during the next few years. It is the time to loosen one's hold of purse-strings and to reach out after new business.—*Northwest Magazine.*

"Jumping" In Harlem.

One of the leading newsdealers in Harlem, E. F. FITZGERALD, corner of 129th Street and Third Ave., speaks as follows of the progress of the circulation of THE NEW YORK TIMES:

"The sales of THE NEW YORK TIMES are jumping up daily and Sunday, and I can truthfully say that THE TIMES is now selling better with me than at any time in fourteen years."

THE TIMES Leads in Quality.

[From the NATIONAL ADVERTISER.]

The question, "How much is advertising worth per thousand of circulation?" can never be satisfactorily answered unless the character, standing and influence of the paper be taken into consideration. That being the generally recognized fact, what is the use of laying such particular stress upon figures alone?

The New York Times.

"All the news that's fit to print."

THE MORNING NEWSPAPER.

By Leroy Fairman.

In nearly every issue of journals devoted to advertising somebody dilates upon the superior value of the evening newspaper as an advertising medium. We are told that a large percentage of the goods sold by retailers in general lines is bought by women, and that women rarely have an opportunity to examine a morning paper. The head of the house appropriates it and takes it down-town, leaving the ladies paperless. But at night he brings an evening paper home, and this is the paper which is the housewife's guide, philosopher and friend.

From these facts we are invited to draw the logical conclusion that advertising intended to appeal to women will go to comparative waste if inserted in the morning papers, but will bear fruit if the evening papers—"the papers of the home"—are patronized.

These conclusions would be irresistible if the basic facts were facts. But any one who has studied this question knows there is a great deal to be said on the other side.

Let us examine the newspaper situation in New York City as touching the buying classes of women within easy reach of the New York stores.

The people of what is now called "Greater New York" may be fairly divided into two classes—the prosperous and the poor. Fairly well-to-do people take more than one morning paper. The man of the house has his favorite paper, and generally carries it away when he goes to his business. Another paper is for the ladies, and after the head of the household rushes for his car they discuss its advertising pages over another cup of coffee. Even when there is but one morning paper taken, the husband is more than likely to have it taken away from him as he leaves, particularly if there is a shopping expedition in contemplation. The little breathing spell which most women take between breakfast and the duties or diversions of the day is very generally occupied in scanning the pages of a morning paper, and those who have observed this process do not need to be told which pages receive their attention.

It is true that comparatively few morning papers find their way into the homes of the very poor of New York, but if we were disposed to give space to a division of the poor people into

the several classes into which they can be separated we would find a numerous class the members of which work and live under one roof, and in whose homes the morning paper is found.

Now a word or two about the status of the evening paper as "a paper of the home, a family paper." Its advocates draw very pretty pictures of the whole family gathered around the hearth of an evening diligently studying its columns. For my part, I have been unable to discover much of this sort of thing. The home circle of to-day isn't circling around the evening paper to any extent. There are too many other things to claim attention in this age of movement. Father may bring the evening paper home, but he flings it on the hat rack as he rushes up-stairs to dress for dinner. Every night in the year, with few exceptions, the evening has its full measure of entertainment for the whole family. There are clubs, societies and "functions." There are cards, games, music, company to entertain and friends to call upon. There are theaters, excursions, concerts, and then there is the bicycle! The evening paper lies on the hat rack. The fact is, the world moves. Home life isn't the quiet, hum-drum, stay-at-home-and-read-the-paper affair it was years ago. Every evening has its social duties, its home amusements or outdoor diversions. Every member of the family enjoys them to the full. I believe that the evening paper as a "paper of the home and family" is a sad failure. If the women of New York read no ads except those in the evening papers our merchants would be in a bad way.

And what is true of New York is true of most of our large cities, and quite true of all in which there are morning and evening papers of equal popularity and circulation.

PICTURES IMPROVE ADS.

In advertising, the first and one of the most important things is to catch the eye; the next to convey to the mind of the reader a mental picture of the subject of the advertisement. In nearly every advertisement there is something that can be illustrated, something that can be pictured; and wherever the illustration is a good one, that advertisement is the better for it.—*Ad Book.*

CONDITIONAL.

Money-Lender (to undergraduate).—"All right, I will prolong your bill; but only on one condition—that is, that during the next paper-chase you scatter broadcast these little cards with the words: 'Money advanced on easy terms by N. N.—.'"—*Pearson's.*

The Vendor's Medium.

The San Francisco CALL

*It is read by those who are
able to buy.*

It is believed by those who read it.

Circulation exceeds 50,000 daily.

JOHN D. SPRECKELS,
Proprietor.

Eastern Office: 34 Park Row, New York.

D. M. FOLTZ,
Eastern Representative.

Close Cultivation.

The country paper cultivates thoroughly the field of its circulation, and is invaluable to an advertiser who wants to cover a certain territory completely. A general weekly has subscribers here and there, in many different sections, but the difference between it and the local papers is that they go everywhere in the sphere of their circulation, and a list made up of such papers thoroughly penetrates the homes of the region in which the papers are located.

THE CHICAGO NEWSPAPER UNION LISTS are all located in the prosperous Middle West, and they cover it in this minute and particular manner.

An advertiser who wishes to work the territory closely can not fail to see this point.

Send for catalogue and prices.

CHICAGO NEWSPAPER UNION,

10 Spruce Street, New York.

87 to 93 South Jefferson Street, Chicago, Ill.

The Great Middle West comprises the States of Ohio, Indiana, Illinois, Wisconsin, Iowa, Nebraska, Michigan and South Dakota. It contains the communities most valuable to the advertiser.

PRINTERS' INK.

Fac-simile of report for 1894.

ELKHART, Elkhart Co., 11,360† pop., on Lake Shore & Michigan Southern, Big Four and Elkhart Western Rds. and St. Joseph's r., 100 m. from Chicago, Ill. Good water power, used for manufacturing. **REVIEW**; every evening except Sunday, and **WEEKLY**, Thursdays; republican; daily four pages 20x26, weekly eight pages 18x24; subscription—daily \$5, weekly \$1; established—daily 1872, weekly 1880; C. H. Chase and A. P. Kent, editors; Review Printing Co., publishers; circ'n—daily 1450, weekly 600

Fac-simile of report for 1895.

ELKHART, Elkhart Co., 11,360† pop., on Lake Shore & Michigan Southern, and ~~Glacienet, Elkhart & Michigan~~ Rds. and St. Joseph's r., 100 m. from Chicago, Ill. Good water power, used for manufacturing. **REVIEW**; every evening except Sunday, and **WEEKLY**, Thursdays; republican; daily four pages 20x26, weekly eight pages 18x24; subscription—daily \$5, weekly \$1; established—daily 1872, weekly 1880; C. H. Chase and A. P. Kent, editors; Review Printing Co., publishers; circ'n—daily 1400, weekly 500

1896 REVISION.

REVIEW; every evening except Sunday, and **WEEKLY**, Thursdays; republican; daily four pages 20x26, weekly eight pages 18x24; subscription—daily \$5, weekly \$1; established—daily 1872, weekly 1880; C. H. Chase and A. P. Kent, editors; Review Printing Co., publishers; circ'n—daily 1475, weekly 700

that PRINTERS' INK has given it many a glowing puff. All the same the *Statesman's* circulation is regularly underrated in the Rowell Newspaper Directory. —*National Advertiser*, Sept. 14, 1897.

If this is so it must be because the publisher of the *Statesman* either does not know what his circulation is, or, knowing, thinks it wiser not to tell.

A THIRD INSTANCE.

The *Daily Press*, of Nashua, N. H., complains of an unfair rating in the Rowell Newspaper Directory. —*National Advertiser*, Sept. 14, 1897.

The manager of the Nashua paper, Mr. C. C. Cornish, wrote to the *National Advertiser* concerning his experience with the Directory. See letter in *National Advertiser* of Sept. 14, 1897:

Finally I received a letter stating that if I did not furnish a sworn statement the *Press* would be rated at less than 1,000.

PRINTERS' INK is prepared to pay Mr. Cornish a thousand dollars if he will produce that letter.

Between pages 51 and 62 of the American Newspaper Directory for 1896 there is printed an interesting illustration of the case of the Philadelphia *Record*, whose publisher thought he had not been well used by the American Newspaper Directory, but found, on investigation, that the fault lay in his own office, and he was manly enough to say so. There are dozens of publishers who would do well to read that story of the Philadelphia *Record*. Any one who has not a copy of the 1896 edition of the American Newspaper Directory can have one by sending 20 cents for postage, for, although it is a \$5 book, it is out of date now, and the publishers are sorry to admit they have still a couple hundred copies on hand.

There was recently published a list of nine evening papers of the highest character ; papers that go into homes and have a worth to advertisers beyond the mere figures of their daily circulation ; papers having no waste circulation, every copy going to a home and going because wanted there. It was a very choice group. These are the names : Brooklyn Eagle, New York Post, Washington Star, Boston Transcript, Philadelphia Telegraph, Chicago Post, Milwaukee Wisconsin, San Francisco Bulletin and INDIANAPOLIS NEWS. Of the Indianapolis News PRINTERS' INK, in its issue of March 17, 1897, took occasion to say :

"Of the nine the Indianapolis News is the youngest, but it has the largest daily sale. The News is not a sensational paper, and it is not what is known as a cheap paper. In no other State of the Union is there one newspaper that holds a position so conspicuously in advance of every other published in the State as is the case with the Indianapolis News in the State of Indiana."

The Indianapolis News

THE INDIANAPOLIS NEWS announces in the American Newspaper Directory the following significant facts :

"*Advertisement.*—From our first issue, twenty-eight years ago, monthly statements of circulation (actual sales) have been made and sworn to. The right of the advertiser to know the measure of his purchase is axiomatic. We do not believe any advertiser doubts that our circulation is exactly what we state it to be. If any one does, we do not want his business. We believe that our policy in this matter, taken in connection with the refusal of fake methods to boost circulation, has contributed to the distinction enjoyed by this paper of having a larger bona fide circulation proportioned to population than any other American daily ; also having a greater preponderance of circulation over other papers in its field than any other daily. Logically THE NEWS is the exclusive 'Want' medium of its section at the simple rate of one cent a word.—WM. J. RICHARDS, Manager of The Indianapolis News."

IMPRESSIONS BY THE WAY.

By one of Printers' Ink's pupils.

Schenectady, N. Y., with its manufacturing interests and its many residents working in the factories, seems to be a city where the evening newspaper would be supreme. The *Evening Union* is no doubt the paper of quality and character, and it would seem to me that it should have a larger circulation than that quoted by the American Newspaper Directory, viz., 2,374. However, that is in fact the actual circulation.

There is a one-cent morning paper, however, the *Gazette*, which, appearances would indicate, has passed the *Union* and the *Star*, the other evening paper, in circulation. No doubt its price, and its being the only morning paper, has had a great deal to do with the matter. It is free in the matter of distribution, and I was permitted to see the sheets of paper ready for the press, the press-room's report, and while in the office heard one newsdealer, a woman, come in and ask that her number of papers be increased, as her supply of that morning had been exhausted before the demand had been filled. I think that its circulation is 1,000 more than either of the evening papers, and that its position and aggressiveness is going to make it the paper to be used by advertisers, who are after quantity, while the *Union* will be used by those who are after quality.

UTICA.—Regarding the Utica dailies the American Newspaper Directory ratings may be taken as a certain guide to their circulation. The *Press* has absorbed the *Union*, and so increased its issue to some extent. The position of the papers is: *Press* (morning) first, *Observer* (evening) second, *Herald* third. Of the three the *Press* is the most aggressive in advertising and pushing itself. At the hotels they have a printed copy of the Declaration of Independence, with the words, "Compliments of the Utica *Press*," printed at the bottom in small-faced type. On the streets you find that, like the Albany *Times-Union*, they have bicycle racks in prominent places with the words at top, "Read the *Press*." The office is right at the railroad station, the side of the press-room being on the street used to go from the station to the main street. A glass side is now being put in this press-room, so that anybody can look

right in at night and see the press at work grinding out the paper.

The *Observer*, the leading evening paper, occupies a large building near the post-office, and appearances indicate that it is in a prosperous condition.

I don't think there can be any question regarding the position I have accorded the papers.

There is another paper I want to speak of, for it is in a class all by itself, different from any paper that I know of. It is the *Utica Saturday Globe*, and occupies a handsome building on Whittemore street. I have seen this paper in Concord, N. H., and all along this line from Albany to Rochester, in the hands of newsboys and displayed in the windows of newsdealers, or, as they call them here, news stations. Mr. Baker, the manager, told me that they had the only successful paper published on their lines. That they had never solicited any advertising, that all the profits of the paper came from circulation only, and that those profits were good. Certainly the appearances of the building, the ground occupied and the offices bore out this statement. Look at the paper and you will find that there isn't a quarter of a column of local advertisements and not more than one column of outside advertising. The paper's size is eight pages, and is sold to buyers at five cents per copy, to newsboys or newsdealers at three cents. The circulation is more than 95,000 copies, and has been as high as 160,000.

SYRACUSE.—When you come along the streets of Syracuse at five o'clock in the afternoon say, the paper you see all over is the *Herald*, and in your hotel you find about thirty on sale; you don't see even the New York papers, and you don't see any other paper at all; you are almost blinded with *Heralds*. You ask questions of newsdealers and boys and your ratio comes out from two to four times as many *Heralds* as any other paper handled. In the window at their office you find press indicators, and on the day I was there the dial for the daily read 20,803, if I remember aright.

In the morning you find that the *Standard* and *Post* are out. The *Standard* makes the best show, and appearances would indicate that it has the advantage in street sales. You don't see the *Courier* at all.

I asked questions of business peo-

ple here, and while they all admitted that the *Herald* had the largest circulation, they considered the *Post* and *Standard* as good mediums; in fact, quite a number considered the *Post* as the best medium of the city. One druggist, for instance, assured me that his advertising in the *Post* had brought more customers to his soda fountain, he thought, than any of the other papers, and he had used them all. As for my own impressions, they would be as follows: That the *Herald* has the largest circulation and that the *Post* and *Standard* are close together, each fighting hard for the supremacy of the morning field. A close fight.

Rather a curious condition I have noted all along is the fact that you will find the New York *Sun* on sale at all hotels and railroad news-stands, and you will note in the cars and hotels that a great many travelers are reading it. You find the *Herald* and *Times*, too, but not half as much. As for the other morning papers of New York City, I have seen but one *Press* and no other paper. The *Evening World* and *Evening Journal* are the only evening papers that have any large sale.

P. D.

WESTERN CIRCULARS.

A New Yorker has recently returned from the West, bringing with him a number of the advertising circulars which are so well illustrative of certain characteristics of that region. Very rarely do any of them refer to Eastern subjects, or, indeed, indicate the least knowledge of conditions here. When they do it is with an easy indifference to the real facts, which is shown by one advertisement for a real estate concern that is distributed in Denver. "Real estate," it reads, "made the Astors and the Waldorfs rich." The latter family has never been well known among New York's wealthy citizens, but the Western advertiser has no time to discriminate in so small a matter, even if it made any difference. He appears perfectly willing, moreover, to tell just how these "Waldorfs" got rich. "Wise investments," the circular reads, "brought enormous returns to these money kings. They bought in times of depression, or at ebb tide; they sold when the market was good, or at flood tide." With such an explicit description of their methods a little confusion in the names of the men who are rich in New York might be readily overlooked.—*N. Y. Sun.*

APPLIED AT THE WRONG PLACE.

Young Journalist—I would like to have some advice as to how to run a newspaper.

Veteran Editor—Sorry, my lad; you've come to the wrong person. I am only the editor of this paper. Better consult one of my subscribers.—*Omaha Union.*

EASILY DONE.

"This thing ought to be published."

"Very well. I'll tell it to my wife."—*Chicago Post.*

MR. PATTESON BACKS DOWN.

Newspaperdom of September 9 contained the following editorial comment:

The Brockton (Mass.) *Enterprise* is right in declaring the editor of the American Newspaper Directory "one of the best hated men in America." But the *Enterprise* does not go on to explain that the reason Mr. Rowell stirs up so much enmity is because in numerous instances he exhibits the rankest mendaciousness and vindictiveness. In his Directory ratings he seems to single out certain publishers or publications upon whom to heap innuendo and misrepresentation till he utterly vitiates whatever reputation for fair dealing he may be entitled to in the bulk of his ratings.

A reporter for PRINTERS' INK called upon Mr. Patteson, the proprietor of *Newspaperdom*, and asked him to mention one or two publishers or publications that had been singled out for misrepresentation. He replied: "No, no."

"But this is an editorial cut from your paper."

"Yes, but I am not going to be drawn into a controversy."

"But you are in the controversy already."

"Well, I wish I had not been drawn into it. It pleases the readers of the paper, but it keeps me in hot water."

THE "ENTERPRISE" EXPLAINS.

(From *Newspaperdom* of Sept. 16th.)

To the Editor of *Newspaperdom*:

I have no wish to make any demand for the use of valuable space in your paper, but as you have seen fit to quote the Brockton *Enterprise* as saying that "George P. Rowell is one of the best hated men in America," you should do us the justice to give our reasons for that statement. If you do not wish to print the article from which the quotation is taken, you might say that the *Enterprise* believes Rowell is hated for his good-natured indifference to wholesale abuse and his steady insistence for honest circulation statements on the part of that unfortunately large class of newspaper publishers who think that concealment in their cases is better than telling the whole truth.

ALBERT H. FULLER,
Publisher Brockton (Mass.) *Enterprise.*

BETTER THAN EVER.

Mr. Maurice F. Danihy, of the *Star*, Rochester, N. Y., writes under date of September 15: "PRINTERS' INK is better than ever."

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"PICK-ME-UP."

ATTRACTING ATTENTION.

By Wm. B. Somers.

Securing attention is said to be half the battle in advertising, but that often depends upon how it is secured. Different firms have different methods; if all pursued the same the very monotony would be unattractive.

It is really the simplest thing in the world to attract a lot of attention, but if that is all you can do you might as well not do it. You can't sell goods unless you really interest buyers—shouting at them does not carry any conviction or argument. During the course of a day a busy man sees many things that attract his attention, but of how many of them does he approve? Those that fail to get his approval might as well have failed to get his attention.

In France and some other European countries a long line of beggars stands in front of the church doors on Sundays as the congregation comes out. They all attract attention, but few receive alms. What few? Generally those that are the quietest, cleanest and most civil. Advertising is asking for business. All advertisers can attract attention in their announcements or their methods, but only a few get the best business. What few? Cer-

tainly not the noisiest, but, rather, the most convincing, most interesting, most truthful. The time for "hurrah" advertising, outside of the circus and the fake auction room, has gone by. To attract *interested* attention—the kind that makes buyers—you need logic as well as lungs, and merit more than mere pretense.

Before trying to attract attention be sure that you have a good reason for doing so. Let it be worth the while of the public to be attracted. Otherwise people will not appreciate your efforts to get their eye and ear. There are many people of attractive appearance who sadly disappoint us on closer acquaintance. Their gifts are all external—for outward show. There is absolutely nothing about them to interest us.

Same way with many advertisements designed with the sole purpose of attracting attention. They fulfil their mission. They catch the eye and get a reading, but that only sets the intelligent reader wondering why they were ever written. They are in no sense interesting or convincing. They sell few, if any, goods, but they serve the purpose of furnishing us with a good proof that the mere fact of attracting attention counts very little in advertising, after all.

A PRINTERS' INK Coupon is good for a year's subscription to PRINTERS' INK.

A PRINTERS' INK Coupon is good for fifty-two copies of PRINTERS' INK.

Ten PRINTERS' INK Coupons are good for 520 copies of any issue of PRINTERS' INK.

One hundred Coupons are good for 5,200 copies of any issue of PRINTERS' INK.

A thousand Coupons are good for a special issue of 52,000 copies of PRINTERS' INK.

A PRINTERS' INK Subscription Coupon is worth five dollars.

Every yearly advertiser in PRINTERS' INK is entitled to Subscription Coupons to the full amount of his advertising order. If he does not care for the Subscription Coupons, the charge for the advertising will be no less.

MORAL.

Do not waste or throw away or neglect to obtain the PRINTERS' INK Coupons to which your advertising contract entitles you, if made while the Coupon offer is open. It is likely to be withdrawn without notice.

OHIO IS FIRST.

Ohio is a great State. There are thirty-two others having a larger acreage, but only three equal Ohio in population and only three print as many newspapers. The people of Ohio are eminent and capable. When you find a great man anywhere he is pretty certain to have been born in Ohio. More than half the time since the war an Ohio man has been President of the United States. A man from Ohio knows a good thing when he sees it, especially a newspaper man, and in Ohio are found many of the bright-

each of the two cases named) as to buy preferred position, pay \$6,500 a year for it, and continue the contract year in and year out for the best part of a decade. \$6,500 is not much, after all, when divided among two thousand small papers, and neither is \$5,200 any very impossible sum when thirty great dailies have intelligence enough to make the purchase jointly and use the space for the benefit of all. A daily for whom an expenditure of \$5,000 would be out of the question, may easily afford \$170 a year for a conspicuous announcement in PRINTERS' INK. It will be noticed by the plan adopted by the Ohio Associated Dailies that they succeed in making one paper just as conspicuous as another. And, as in the case of wants, hotels or schools in the newspapers generally, each particular want, hotel or school gets all the conspicuousness that is given by the mass, for the man who looks at the heading reads every story told under it. That is the advantage and the power of classification, and these Ohio men have caught on to it. One difficulty in fixing up such a combination contract has always been the question of each paper paying the same proportion of cost. This would seem fair and reasonable, and yet the paper with largest circulation and highest rates will doubtless secure the largest sum total of patronage, and his advertising will therefore cost him a smaller percentage than would be the case with another paper having a smaller issue and a lower rate of charge. This particular difficulty the Ohio publishers got over, without trouble, by a stroke of genius. But, not to give too much away, the Little Schoolmaster will not tell how it was done to-day. There can be no objection, however, to writing to the publisher of any of the Ohio papers on the list and asking him. The chances are the story will be told without the slightest reservation.

THE ADVERTISING AGENT.

The reliable advertising agent unquestionably occupies an important and valuable position in the advertising world. He is in a way to give an advertiser advice which will both save and make thousands of dollars for him. He knows mediums, rates and actual values of publications in a manner that is impossible to the average business man. His training has been along the line of planning and placing to best advantage the business of a great variety of enterprises, all of which lends the element of substantial value to his judgment in all matters pertaining to advertising. —*Profitable Advertising.*

THE SELECT LIST.

ABERN, Bruce-Jones
 ASHTABULA, Beacon
 BELLEFONTAINE, News
 BUCYRUS, Telegraph
 CAMBRIDGE, Republican
 CANTON, Independent Express
 EAST LIVERPOOL, Circle
 FINDLAY, Republica
 GALLIPOLIS, Journal
 HAMILTON, News
 HUNTSVILLE, Standard
 KENTON, News
 LANCASTER, Eagle
 LIMA, Times-Democrat
 MANSFIELD, News
 MARIETTA, Register
 NARIPO, Star
 NASSIOLLO, Independent
 MT. VERNON, News
 NEJARK, Tribune
 NORWALK, Reflector
 PIDDIA, Call
 PORTSMOUTH, Times
 SALLER, News
 SANDUSKY, Register
 SIDNEY, Democrat News
 SPRINGFIELD, Republic Times
 VADEN, Chronicle
 WOODST, Republica
 YOUNG, Gazette and Telegraph
 YOUNGSTOWN, Vindicator
 ZANESVILLE, Courier

"Go west,"
used to
mean

It does not
mean so
much
now, in

But if
you go to
the live
buyers in

The brain
and
brown of

**You are more
comfortable
and better
treated in**

If you are introduced in a paper printed in

The
select
list of

Go to the best houses in

**Here
are the
Leaders in**

OHIO

OHIO

OHIO

OHIO

more web-
OHIO

OHIO

OHIO

OHIO

OHIO

Write each paper for Notes.

est and shrewdest newspaper publishers that live. The newspapers of Ohio have rarely done a better thing than in banding together to avail themselves of the magnificent advantages to be obtained from a judicious use of the advertising pages of **PRINTERS' INK.**

Of course a paper charging \$80 a column per year for advertisement can not afford to pay \$5,200 a year for a page in PRINTERS' INK to announce its merits, but a combination of such papers, as in the case of the Atlantic Coast Lists and the Chicago Newspaper Union, finds that PRINTERS' INK pays them well, and they even go so far (in

ADLER'S KIDS.

SOME INTERESTING DETAILS OF THE
ADVERTISING OF A POPULAR GLOVE.

Among the largest manufacturers of gloves in the world is the firm of Jacob Adler & Co., of Gloversville and 740 and 742 Broadway, New York. It has been in existence since 1866 and was one of the first to awaken to the fact that all old methods of conducting trade were being revolutionized. So about fifteen years ago, acting upon its new lights, it began to purchase publicity whenever and wherever judiciously obtainable.

Mr. Benjamin Lichtenberg, of the firm, whose words find herewith, is the gentleman who has charge of this end of the business. Said he to the Little Schoolmaster, on a recent call: "I do not like to give you gentlemen of the press the details of our novelties too soon, for the minute you publish I have no protection against commercial piracy. We have put out many novelties and are regarded as the most enterprising of people. As a consequence, many unscrupulous competitors seem to be on the alert to imitate our programme. The first thing they do is to get up the same novelty in an inferior and cheaper way. The result is, they kill it for both of us. If I preserve a discreet silence, I generally can manage to have the profit for a season, and that's all I care for, as I think I can strike a good thing at least that often. No, sir, we do not propose to furnish brains for mentally indigent competitors any more. Not if we can help it. By this reserve we protect both our customers and ourselves."

"Mr. Lichtenberg, I understand your people advertise liberally and extensively?"

"Liberally, yes. Extensively, no. I think ours a very brief advertising story, and I'll tell it in a very few words. There are two reasons why we are not general advertisers—that is, advertisers using a number of mediums. First, our season is very short—about three months—one month of spring and two of fall; and in the second place, we do not care to advertise to the consumer direct. However, we overcome the second restriction very largely by furnishing the retail dealer with every facility for pushing our products. Thus we believe we have made 'Adler's Gloves' known throughout the entire country, and created a

demand for them which is constant and continual and which will brook no substitution."

"Have I not seen your advertisements in magazines?"

"There you see the efficiency of our system! We have never had space in the magazines, yet many seem to think so. That is perhaps because of the many pictures which we have published. Let me tell you our story. We are not in the dailies, nor in the weeklies, nor in the magazines; in fact, the only publications in which we do take space are a few trade journals. Here we go the whole hog, believing in large space continually. Our list at present comprises only the *Hat Review*, *Chicago Apparel Gazette*, the *Buyer*, the *Clothiers' and Haberdashers' Weekly* and the *Haberdasher*. For reasons already given we don't use the street cars, L roads or boards. But we have originated more schemes and introduced more novelties than all other houses in the line put together and than some other lines thrown in."

"What more especially interests me are your pictures."

"Yes, a list of our novelties would be too voluminous, but I'd like to mention one of three years ago. This was a letter which we sent out broadcast, addressed to many prominent gentlemen in many communities. It was ingeniously made to resemble a *billet-doux* purporting to come from a female friend, and merely made incidental mention of our gloves. The matter provoked much controversy in the dailies of many of the cities, and, in fact, involved us with the postal authorities, but it was finally decided that the scheme was entirely legal."

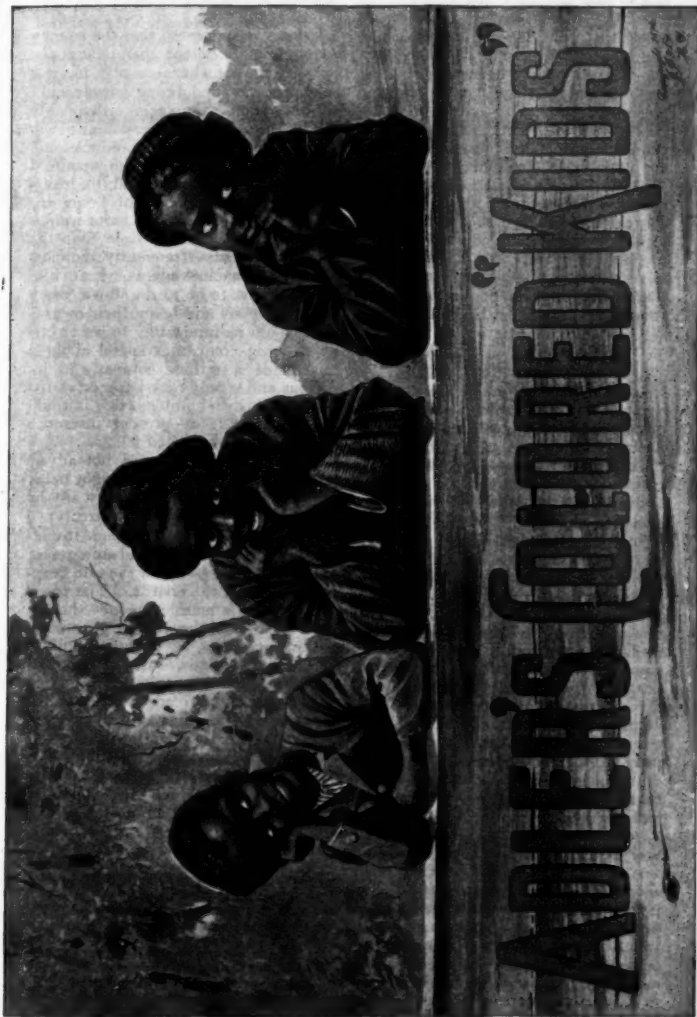
"Now as to pictures. We have from time to time published many *genres*, taken directly from life, and using as subject matter some phase of human nature adaptable to our business—something in which 'kids' figure, notably 'pickaninny kids.' You must certainly recollect one of the best—that of a child and a goat butting each other, and the legend: 'Adler's Two Buttin' Kids.'"

"Oh, yes!—very well."

"Well, that's our whole story. We don't claim there's anything bright or intellectual about our course, but it has certainly been good advertising, and that's really all we have been after."

"How much do you yearly expend for advertising?"

"I wouldn't care to say exactly. But, another startling attraction. Seated directly and indirectly, I can tell you in the center of one of their spacious that the sum is never less than \$15,000." windows, as unconcernedly as you



Not content with having the most handsomely appointed salesrooms and offices of any domestic glove house in the country, the firm have gone in for please, and looking for all the world as though they had just been picked out of some Southern town, are two colored boys, bare legged and with

that easy nonchalance so characteristic of their race. Pedestrians going in either direction past the store never fail to stop and look and admire. In fact, so life-like is this piece of art work that few can believe the boys are not real flesh and blood. Many out-of-town people have viewed these little chaps and have gone home and spoken of the novelty to all who would listen, with the result that the piece of bronze is now quoted from one end of the country to the other as "Adler's Kids." To Mr. Lichtenberg is due the credit of securing this attraction. Always with an eye to the beautiful, especially when coupled with practical advertising value, Mr. Lichtenberg never overlooks anything likely to enhance the appearance of his sales-rooms.

J. S. WILLIAMS.

NEGLECTED FIELDS.

By Kirke Scott, Jr.

In spite of the now universally recognized fact that judicious advertising pays, there are a great many lines of business which are not advertised to the extent they ought to be, and in some cases they are not advertised at all.

Both life and fire insurance are, considering their importance, very lightly advertised, and this is all the more to be wondered at when we remember that insurance companies are invariably rich concerns. Another peculiar fact is that the largest companies advertise the least, some of them, in fact, only using their annual statement as an advertisement when it appears at the end of every fiscal year. This is usually the driest kind of information, and interests only those that are already insured in the particular company issuing the statement.

It is argued by insurance companies that everybody ought to be insured, and one would reasonably think that, in order to impress this truth upon everybody, it would be permanently advertised in the mediums that reach everybody—the daily press of the country. But the companies rely more upon personal argument—individual solicitation by agents—a process which is not only slow, but exceedingly costly—far more so than newspaper advertising.

It is said that insurance agents receive as commission about one-half of the first year's premiums on business they obtain. As it is not an unusual thing for a large company to get more than a million dollars' worth of new

business in a year, it is easy to see what immense sums are lost to advertising, and what great opportunities to extend business are missed by those who fail to advertise.

It may be suggested that the agency system is more potent than newspaper advertising, but where one plan has not been properly tried a comparison would be impossible. It seems reasonably certain, however, that persistent newspaper advertising of an educational character, setting forth the manifold advantages of both fire and life insurance and the necessity of being insured, would have much more weight with the bulk of the people than the occasional visits—frequently inopportune—of loquacious agents, whose chief object seems to be to run down every other company and boom their own.

It would be interesting to watch one of the big companies spend about a quarter of a million annually in judicious and steady newspaper advertising, and my own opinion is that it would pay well. But at present insurance seems to be a neglected field.

Banks and bankers are not advertised to the people as they ought to be. When advertised at all it is usually by means of very bald and stereotyped statements—no attempt is made to educate the people into the advantages of saving—the necessity for the safe keeping of their little hoards. The result is that when a man has money that he desires to bank he has to go around making inquiries, as to the reliability, standing, methods, rate of interest, etc., of various banks—information which educational advertising in the newspapers should give him every day.

It would really seem that the strong financial institutions of the country are the poorest advertised—that they are neglected fields which might become much more fruitful than they are if their advantages were only regularly advertised in the newspapers.

AN ADVERTISING MAN'S INVOCATION.

Deep down amid the shadows let him sink
Who owneth not the worth of printer's ink.
Few be his sales and scant his daily bread,
And e'en his wife and children rasp his head;
His only quiet found within his store,
His one amusement counting losses o'er;
Then, dying, drift into some unknown ill,
The notice of his death his only printer's bill.

—W. F. Cook, of Judge.

APT IF INACCURATE.

An advertisement is good only as it is well and effectively displayed. Composition bears the same relation to an ad that enunciation does to a speech.—*Ohio Newspaper Maker.*

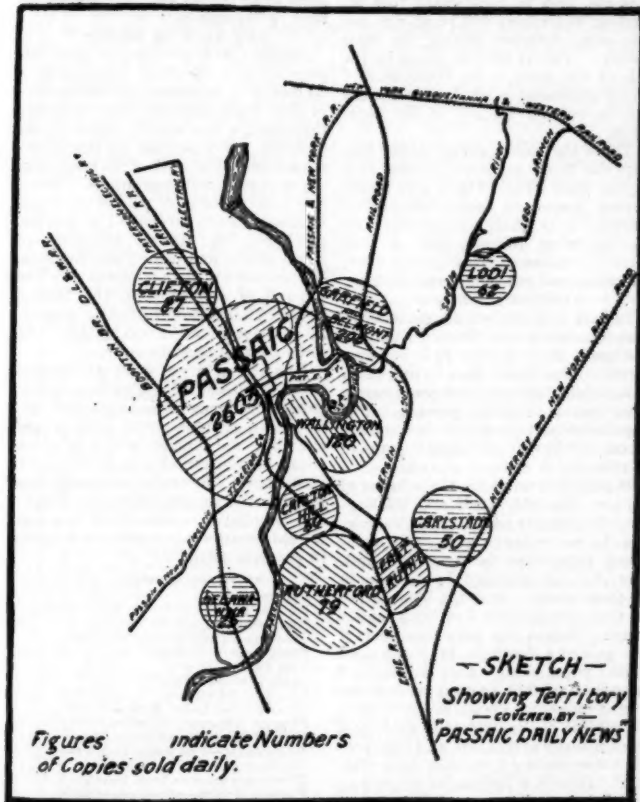
A I.

POSITIVELY PRINTERS' INK NEVER SAW
A BETTER!

When a newspaper man seeks advertising patronage he tries to inform the advertiser upon the points of excellence which his journal possesses, and which should secure business.

short and deal only with price or answering the questions the advertiser has propounded.

PRINTERS' INK has examined thousands of these little folders, circulars and primers, but never saw a better one than that lately issued by the Passaic, N. J., *Daily News*. It tells the whole story, and not a word too much.



If he has nothing worth saying, his talk consists of generalities.

If he doesn't know how to tell his story, he often fails to get the business which an advertiser would gladly give him if he knew the facts.

Every newspaper man should have a little folder to put in his letters to advertisers, that will tell the interesting facts, and thus allow his letter to be

So excellent is it that PRINTERS' INK takes pleasure in reproducing it entire, and the Little Schoolmaster regrets that he is not in possession of the information that would enable him to tell who wrote it. As a specimen of printing it is also perfect. Every honest newspaper man who owns a prosperous newspaper should send a stamp to the *Passaic Daily News*, Passaic,

N. J., and ask for a copy of its little folder, entitled,

"NO GUESS-WORK."

WHAT "NO GUESS-WORK" MEANS.

The mission of this little book is to tell advertisers what kind of a paper the Passaic *Daily News* is, what territory it covers and how it covers it. Its aim will be to give the facts just as they are, and in such shape that intending advertisers will be able to see just what they are getting for their money. This is what is meant by the title of the book, "No Guess-work." Every statement made in this booklet can be verified outside of the *News* office.

Those who are spending money now with the *News* are satisfied that it is paying them well. Those who intend buying space can satisfy themselves whether it is likely to pay them by reading what follows, and if they think it necessary, investigating every statement and verifying every fact.

WHAT OUR FIELD IS.

Passaic is a city of 20,000 inhabitants situated on the Passaic river and the main line of the Erie railway, eleven miles from New York, four miles from Paterson, the county seat. The city is rapidly growing. The population in 1880 (U. S. census) was 8,000; in 1890 (U. S. census), 13,000; in 1895 (N. J. census), 18,000.

Within two miles are the villages of Clifton, Garfield, Lodi and Wallington, all directly tributary to Passaic, and to no other city. Their combined population is four thousand. The *News* is delivered by carriers in all these places. It is the home paper of their people, and has been so for years. Within the past two years it has gained a foothold in Rutherford (5,000 population), East Rutherford (2,000), Carlstadt (2,000), and Delawanna (400). A glance at the map in the middle of the book will show how these places are reached, and how people living there get to and from Passaic. Here is a population of 30,000, which is served by no other daily paper. There is one other daily in Passaic, but its circulation and influence is small, and it was only recently established.

THE KIND OF PAPER.

The *News* was established in 1877, and has a circulation exceeding 3,500 nightly, and delivered by carriers everywhere in its district. Ninety per cent of its circulation is left at the

doors of its readers. The *News* has enjoyed for twenty years the confidence of the city, and has seen a half dozen of rival dailies die, while it has grown and prospered. Its success has not been due to lack of competition. It has grown in spite of competition. It is clean, truthful and dignified. In gathering and presenting news it appeals to all classes and is consequently read by all classes.

THE KIND OF PEOPLE.

Passaic is a prosperous city. Its population is thriving. One-third of its people is composed of the families of New York business men, who live there all the year round, thanks to the splendid train service on the Erie's main line. The bulk of the remainder are well-paid mill operatives. There are over a score of factories, representing a dozen diversified industries, employing in the neighborhood of 5,000 hands, and paying out hundreds of thousands of dollars monthly. The pay roll of one concern, the Botany Worsted mills, is over \$10,000 weekly. It employs about 2,000 hands. The mills are uniformly busy.

Passaic is a city of great public spirit. The beautiful appearance of its streets and houses, the handsome public buildings, number of schools and churches, the support which is given to the many charitable institutions, all show this. The reader who is anxious for statistics should consult the following compilation where much interesting information about the city is given in concrete form:

FACTS ABOUT PASSAIC, N. J.

Depots—Six.
Banks—Three.
Population—20,000.
Churches—Twenty-five.
Fire Companies—Eight.
Free Public Lib. ary.
Athletic Clubs—Two.
Free Postal Delivery.
Total Bonded Debt—\$186,000.
Flagged Sidewalks—85 miles.
Head of Navigation Passaic River.
Newspapers—Two daily; four weekly.
Gas System—14 miles of mains.
Thirty-one minutes from New York.
Railway Trains—76 passenger daily.
Building and Loan Associations—Six.
Schools—Nine public; one night; three select.
Electric Light System—Arc and incandescent.
Macadamized Roads in Passaic County—100 miles.
Electric Street Railways—To Garfield, Paterson, Rutherford, Hoboken and Newark.
Assessed Valuation, Real and Personal Property—\$7,000,000.
Water Power—1,200 horse power per minute from Dundee Canal.

Charities—Orphan Asylum; Day Nursery; Dispensary; Union Benevolent Association; Bureau of Charities; Needle Woman's Guild of America; King's Daughters; two hospitals; Social Settlement.

Water System—32 miles of main. Source of supply from Upper Passaic watershed.

Railroads—Erie; Delaware, Lackawanna & Western; New York, Susquehanna & Western.

CIRCULATION FIGURES.

The average daily circulation of the *News* during 1896 was 3,477. This is the rating given by the American Newspaper Directory for 1897. The same figures have been submitted under affidavit to Ayer's Newspaper Annual and other recognized authorities. The daily average during January, 1897, was 3,505; during February, 1897, 3,584; and for March, 1897, 3,610.

A sample edition is that of February 27, when 3,572 copies were printed. The following table gives the names and addresses of the dealers who handled the edition, and shows where it was distributed:

NO DODGING ABOUT THIS.

Dealer.	No. of copies.
Passaic—	
Malcolm & Son, 277 Main.....	750
J. Lannon, 287 Passaic st.....	194
E. W. Jewett, 234 Main av.....	177
J. Seidel, Monroe st.....	170
A. F. Borig, 222 Main av.....	150
J. G. Earle, Passaic Bridge.....	130
W. Borneman, 225 Summer.....	90
John Cogan, 262 Main av.....	86
Union News Co., Erie depot.....	44
J. Christern, 30 Passaic st.....	84
J. Powell, Autumn av.....	64
W. A. Doremus, 20 Third st.....	118
F. Ackerman, 11 Third st.....	82
C. Brady, 3 Aspen st.....	40
H. Ratzer, 249 Harrison st.....	28
T. King, 143 Washington pl.....	28
Copies to employees, other papers and advertisers.....	702
Dealers and newsboys taking less than 30 copies each.....	234
Garfield and Belmont—	2,603
C. H. Wright, Passaic st.....	205
Clifton—	
W. J. Hayes, Erie depot.....	50
S. Clarkson, Clifton av.....	37
Wallington—	
J. Pohlmann & Son.....	180
Rutherford and East Rutherford—	
J. Lempert, Depot square.....	25
Mrs. Noden, Park av.....	13
G. J. Hilld.....	25
L. Kruger.....	16
Carlstadt—	
Ther. Schultze.....	50
Lodi—	
Roy Holmes.....	62
Delawanna—	
Harvey Earl.....	25
Carlton Hill.....	30
C. Bell, Erie depot.....	30
Mail List.....	202
For office use.....	25
Left over.....	83
Grand total.....	3,572

THE QUESTION OF RETURNS.

The newsboys and small dealers pay cash for their papers and are not allowed to make any returns. The other dealers are allowed to return as unsold one in ten of the papers they buy, not exceeding ten copies a day each. Thus, if a dealer has twelve copies left out of 100, he is allowed to return only ten. There is one exception. William Malcolm & Son, who take 750 copies each night, are allowed to return only 15. This shows there is no inflation.

A COPY READ IN EVERY HOME.

There are few cities, large or small, in the United States where so large a proportion of the people read one paper as in Passaic. The latest official figures furnish the following comparison (1895):

Families,	Houses,
3,495,	2,401
Copies taken in city limits,	
2,603	

The census takers, under their instructions, counted unmarried people boarding with strangers as heads of families, so that the actual number of homes does not appear on the face of the returns. It is somewhere between the number of houses and families, and allowing for the increase in population in eighteen months since the census was taken, it will be seen that the *News* is read in practically every household. This is the boast of the *News*:

"A COPY READ IN EVERY HOME."

What is true of the *News* at home is good also for all the other towns it serves, with the exception of Rutherford and Carlstadt, where the ground has only been broken within a year. The sale of the paper there is steady, and is on the increase.

TESTIMONIALS.

SIR—With pleasure can we attest to the fact that the *Daily News* is a most excellent advertising medium. We have tested it several ways, and the results have always been satisfactory. During the departing summer we have had many special sales, and attribute a good share of their success to an ad in the *News*.

Should any doubtful advertiser need further reference, we would be pleased to let more plain and prove facts.

Yours very truly, THE SONNEBORN CO.

DEAR SIR—For the past ten years I have advertised without a single day's exception in the *Daily News*, as I firmly believe in all-year-round advertising. The *News*, enjoying a much larger circulation than any other paper published in this vicinity, is beyond dispute the best and most valuable advertising medium to reach all the people.

Yours truly,

M. J. HOKZ.

AMERICAN ADVERTISING MEDIA —STANDARD AND SPECIAL.

J. Walter Thompson, a New York advertising agent, publishes the following lists :

MAGAZINES: STANDARD LIST.

Art de la Mode, New York.
Century, New York.
Chautauquan, Meadville, Pa.
Cosmopolitan, Irvington, N. Y.
Delineator, New York.
Demorest's, New York.
Donahoe's, Boston.
Eclectic, New York.
Forum, New York.
Godey's, New York.
Harper's Monthly, New York.
Le Bon Ton, New York.
Leisure Hours, Philadelphia.
Lippincott's, Philadelphia.
McClure's, New York.
Midland Monthly, Des Moines, Ia.
Munsey's, New York.
New England, Boston.
New Illustrated, New York.
North American Review, New York.
Peterson's, New York.
Popular Monthly, New York.
Recreation, New York.
Review of Reviews, New York.
Self-Culture, Akron, O.
Short Stories, New York.
St. Nicholas, New York.
Strand, New York.
Table Talk, Philadelphia.
Toilettes, New York.

MAGAZINES: SPECIAL LIST.

These publications have obtained their circulation by intrinsic merit. The readers of them are altogether an advertisement-answering constituency, which it is worth while for the general advertiser to give a fair test.

Arena, Boston.
Argosy, New York.
Atlantic Monthly, Boston.
Black Cat, Boston.
Current Literature, New York.
International, Chicago.
Memorah Monthly, New York.
Metropolitan, New York.
McCall's Magazine, New York.
Overland Monthly, San Francisco.
Parisian, New York.
Penny Magazine, New York.
Pocket Magazine, New York.
Popular Science Monthly, New York.
Scribner's, New York.
Trained Motherhood, New York.
Trained Nurse, New York.
United Service, Philadelphia.
Vick's, Rochester.

MONTHLY PUBLICATIONS.

American Queen, New York.
Chap Book, Chicago.
Every Month, New York.
Facts and Fiction, Chicago.
Family Library, New York.
Four O'Clock, Chicago.
Hearthstone, Washington, D. C.
Judge's Library, New York.
Modern Priscilla, Boston.
People's Home Journal, New York.
Puck's Library, New York.
Puritan, New York.
Silver Cross, New York.
Scientific American, Mo. (Export Ed.), N. Y.
Scientific American, Mo. (Build'g Ed.), N. Y.
The Home, Boston.

LADIES' PUBLICATIONS: GATEWAYS TO THE HOME CIRCLE.

American Kitchen Magazine, Boston.
American Queen, New York.
Art Amateur, New York.
Art de la Mode, New York.
Art Interchange, New York.
Babyhood, New York.
Chaperone, St. Louis.
Delineator, New York.
Demorest, New York.
Fashions and Fixings, Chicago.
Glass of Fashion, New York.
Good Housekeeping, Springfield, Mass.
Harper's Bazar (weekly), New York.
Household, Boston, Mass.
Housekeeper (semi-m'y), Minneapolis, Minn.
Housewife, New York.
Household Guest, Chicago, Ill.
Home, Boston, Mass.
Home Queen, Philadelphia.
Ladies' Home Journal, Philadelphia.
Ladies' Standard Magazine, New York.
Ladies' World, New York.
Le Bon Ton, New York.
McCall's Magazine, New York.
Modes, New York.
Modes and Fabrics, New York.
Modern Priscilla, Boston, Mass.
New York Ledger (weekly), New York.
Standard Designer, New York.
Toilettes, New York.
Table Talk, Philadelphia.
Vogue (weekly), New York.
Woman's Work, Athens, Ga.
Woman's Home Companion, Springfield, O.
Woman's World and Jenness Miller, N. Y.
Young Ladies' Journal, New York.

ILLUSTRATED WEEKLIES—FAVORITES AT HOME AND ABROAD.

Brooklyn Life, Brooklyn.
Collier's Weekly, New York.
Elite, Chicago.
Harlem Life, New York.
Harper's Bazar, New York.
Harper's Weekly, New York.
Harper's Round Table, New York.
Illustrated American, New York.
Illustrated London News, New York.
Iroquois, Chicago.
Judge, New York.
Leslie's Weekly, New York.
Life, New York.
New York Ledger, New York.
Public Opinion, New York.
Puck, New York.
News Letter, San Francisco.
Scientific American, New York.
Standard, New York.
Texas Siftings, New York.
Town Topics, New York.
Truth, New York.
Up to Date (twice a month), Chicago.
Vogue, New York.
Youth's Companion, Boston.

THE LEADING RELIGIOUS PUBLICATIONS.

ALABAMA.

Birmingham.
Christian Advocate, Thurs., Meth.
Montgomery.
Alabama Baptist, Thurs., Bap.

ARKANSAS.

Little Rock.
Arkansas Baptist, Wed., Bap.
Arkansas Methodist, Thurs., Meth.

CALIFORNIA.

San Francisco.
Christian Advocate, Wed., Meth.
Monitor, Sat., Cath.
Occident, Thurs., Pres.
Pacific Churchman, semi-monthly, Epis.
Pacific Methodist Advocate, Tues., Meth.

DELAWARE.

Wilmington.
Peninsular Methodist, Sat., Meth.

GEORGIA.

Atlanta.
Christian Index, Thurs., Bap.
Wesleyan Christian Advocate, Wed., Meth.

ILLINOIS.

Chicago.
Advance, Thurs., Cong.
Banner of Gold, Sat.
Baptist Union, Sat., Bap.
Bladet, (Swed.) Tues., Evan.
Christian Endeavor, Mo.
Christian Oracle, Thurs., Chr.
Epworth Herald, Sat., Meth.
Free Methodist, Wed., Meth.
Interior, Thurs., Pres.
Israelite, Sat., Jew.
Lever, Thurs., Temp.
Living Church, Sat., Epis.
Men, Sat., Y. M. C. A.
Missons Vannen (Swed.), Wed., Evang.
New Unity, Thursday, Non-Sec.
New World, Ind.-Cath.
Northwestern Chris. Advocate, Wed., Meth.
Ram's Horn, Sat., Evan.
Record of Christian Work, M., Evan.
Reform Advocate, Fri., Jewish Reform.
Rundschau, Wed., Ger. Luth.
Standard, Sat., Bap.
Union Signal, Thurs., Temp.
Universalist, Sat., Universalist.
Western Catholic News, Sat., Cath.
Young People's Weekly, Sun., Ind.

Mount Morris.

Gospel Messenger, Tues., Bap.

Rock Island.

Augustana (Swed.), Thurs., Luth

INDIANA.

Notre Dame.

Ave Maria, Sat., Cath.

KENTUCKY.

Louisville.

Christian Guide, Fri., Chr.
Christian Observer, Wed., Pres.
Western Recorder, Thurs., Bap.

LOUISIANA.

New Orleans.

Christian Advocate, Thurs., Meth.
Morning Star, Sat., Cath.

MAINE.

Augusta.

Gospel Banner, Thurs., Univ.

Portland.

Christian Mirror, Sat., Cong.
Zion's Advocate, Wed., Bap.

MARYLAND.

Baltimore.

Catholic Mirror, Thurs., Cath.
Christian Advocate, Wed., Meth.
Methodist, Thursday, Meth.
Methodist Protestant, Wed., Meth.

MASSACHUSETTS.

Boston.

Banner of Light, Sat., Spiritualist.
Christian Light, Thurs., Univ.
Christian Register, Thurs., Unit.
Christian Witness, Thurs., Holiness.
Congregationalist, Thurs., Cong.
Golden Rule, Thurs., Evan.
Morning Star, Thurs., Free Bap.
Pilot, Sat., Cath.
Republic, Sat., Dem.-Cath.
Sacred Heart Review, Sat., Cath.
Watchman, Thurs., Bap.
Zion's Herald, Wed., Meth.

MICHIGAN.

Detroit.

Angelus, Sun., Cath.
Christian Herald, Thurs., Bap.
Mich. Chr. Advocate, Sat., Meth.

MISSISSIPPI.

Meridian.

Baptist Record, Thurs., Bap.

MISSOURI.

St. Louis.

American Baptist Flag, Thurs., Bap.
Central Baptist, Thurs., Bap.
Central Christian Advocate, Wed., Meth.
Christian Advocate, Wed., Meth.
Christian Evangelist, Thurs., Ch.
Church Progress, Sat., Cath.
Herold des Glaubens, Ger., Wed., Cath.
Inland, Mo., Chris. Endeavor.
Word and Works, Mo.

NEW YORK.

Buffalo.

Catholic Union and Times, Thurs., Cath.
Christian Uplook, Wed., Meth.

New York.

American Hebrew, Fri., Jewish.
American Messenger, Mo., Undenom.
Catholic News, Sun., Cath.
Catholic Review, Sat., Cath.
Catholic World, Mo., Cath.
Christian Advocate, Thurs., Meth.
Christian Herald, Wed., Evan.
Christian Intelligencer, Wed., Reformed C'h.
Christian Nation, Wed., Scotch Pres.
Christian Work, Thurs., Evan.
Churchman, Sat., Epis.
Evangelist, Thurs., Pres.
Examiner, Thurs., Bap.
Freeman's Journal, Sat., Cath.
Hebrew Standard, Fri., Jewish.
Homiletic Review, Mo., Unsectarian.
Independent, Thurs., Evan.
Jewish Gazette, Fri., Jewish.
Jewish Messenger, Fri., Jewish.
Literary Digest, Sat., Lit.
Miss'y Review of the World, Mo., Mission.
Observer, Thurs., Evan.
Outlook, Sat., Evan.
Sabbath Reading, Sat., Evan.
St. Andrew's Cross, Mo., Prot.-Epis.
S. S. Journal, Mo.
Voice, Thurs., Temp.
Witness, Wed., Evan.

Rochester.

Assembly Herald, Mo.

Syracuse.

Northern Christian Advocate, Wed., Meth.

NORTH CAROLINA.

Greensboro.

N. C. Christian Advocate, Wed., Meth.

Raleigh.

Biblical Recorder, Wed., Bap.

OHIO.

Cincinnati.

American Israelite, Thurs., Jew.
Christian Leader, Tues., Disciple.
Christian Standard, Sat., Chr.
Herald and Presbyter, Wed., Pres.
Journal and Messenger, Thurs., Bap.
Light of Truth, Sat., Spiritualist.
Lookout, Thurs., Chris. Endeavor.
Western Christian Advocate, Wed., Meth.

Cleveland.

Christliche Botschafter (Ger.), Mon., Evan.
Evangelical Messenger, Tues., Evang.
Union Gospel News, Mo., Evang.

Dayton.

Religious Telescope, Wed., U. B.

PENNSYLVANIA.

Philadelphia.

Advanced Quarterly, Bap.
Augsburg S. S. Teacher, Mo., Luth.
Baptist Superintendent, Mo., Bap.
Baptist Teacher, Mo., Bap.
Church at Home and Abroad, Mo., Pres.
Church Standard, Sat., Epis.
Intermediate Quarterly, Bap.
Our Young People, Sun., Bap.
Presbyterian, Wed., Pres.

Primary Quarterly, Bap.
Senior Quarterly, Bap.
Sunday School Times, Sat., Evan.

Pittsburg.
Christian Advocate, Thurs., Meth.
Christian Union Herald, Sat., U. P.
Methodist Recorder, Sat., Meth.
Presbyterian Banner, Wed., Pres.
Presbyterian Messenger, Thurs., Pres.
United Presbyterian, Thurs., U. P.

Greenville.
Baptist Courier, Thurs., Bap.
Southern Christian Advocate, Thurs., Meth.

Knoxville.
Holston Methodist, Wed., Meth.

Nashville.
Christian Advocate, Thurs., Meth.
Cumberland Presbyterian, Thurs., Pres.
Gospel Advocate, Thurs., Chris.
Methodist, Thurs., Meth.

Dallas.
Texas Baptist and Herald, Thurs., Bap.
Christian Advocate, Thurs., Meth.

Waco.
Texas Baptist Standard, Thurs., Bap.

Richmond.
Bible Reader, M., Undenom.
Central Presbyterian, Wed., Pres.
Christian Advocate, Thurs., Meth.
Religious Herald, Thurs., Bap.
Southern Churchman, Thurs., Epis.

Milwaukee.
Catholic Citizen, Sat., Cath.

THE LEADING AGRICULTURAL PUBLICATIONS.

Los Angeles.
Rural Californian, Mo.

San Francisco.
Pacific Rural Press, Sat.

Denver.
Field and Farm, Sat.

Hartford.
Connecticut Farmer, Sat.

Wilmington.
Delaware Farm and Home, Thurs.

De Land.
Florida Agriculturist, Thurs.
Jacksonville.
Florida Farmer and Fruit Grower, Sat.

Atlanta.
Southern Cultivator and Dixie Farmer, S.-M.

Chicago.
American Farmer and Poultry Journal, S.-M.
Breeder's Gazette, Wed.
Corn Belt, Mo.
Drover's Journal, Thurs.
Farmer's Review, Wed.
Farmer's Voice, Sat.
Farm Implement News, Thurs.
Markets, Thurs.
Orange Judd Farmer, Sat., Western Ed. of
Am. Agriculturist.
Prairie Farmer, Sat.
Wool Markets and Sheep, Thurs., Live St'k.
Quincy.
Farmer's Call, Thurs.
Western Agricultural and Live St'k Jour'l, S.-M.

Indianapolis.
Agricultural Epitome, Mo.
Indiana Farmer, Sat.

Iowa.
Des Moines.
Farmers' Tribune, Wed.
Iowa Homestead, Fri.
Live St'k and Western Farm Journal, S.-M.
Wallace's Farmer and Dairyman, Fri.

Kansas.
Topeka.
Advocate, Wed.
Kansas Farmer, Wed.

Kentucky.
Lexington.
Kentucky Stock Farm, Thurs.
Louisville.
Farmers' Home Journal, Sat.
Home and Farm, S.-M.

Louisiana.
New Orleans.
La. Planter and Sugar Manufacturer, Sat.

Maine.
Augusta.
Maine Farmer, Thurs.

Maryland.
Baltimore.
Maryland Farmer, Mo.

Massachusetts.
Boston.
American Cultivator, Sat.
American Horse Breeder, Tues.
Farm Poultry, Mo.
Massachusetts Ploughman, Sat.
New England Farmer, Sat.
Our Grange Homes, Sat.
Springfield.
Amateur Gardening, Mo.
Farm and Home, S.-M.
New England Homestead, Thurs., Eastern
Ed. of Am. Agriculturist.

Michigan.
Detroit.
Michigan Farmer, Sat.

Minnesota.
Minneapolis.
Farmers' Tribune, Tues. and Fri.
Farm, Stock and Home, S.-M.
Northwestern Agriculturist, S.-M.
Skandinavisk Farmer Journal, Sat., Nor.
Skordemann, Swed., S.-M.

Missouri.
St. Paul.
Northwestern Farmer and Breeder, S.-M.

Kansas City.
Journal and Agriculturist, Thurs.
Live Stock Indicator, Thurs.
Missouri and Kansas Farmer, Mo.

St. Louis.
Colman's Rural World, Thurs.
Journal of Agriculture, Thurs.
Woman's Farm Journal, Mo.

Montana.
White Sulphur Springs.
Rocky Mountain Husbandman, Thurs.

Nebraska.
Lincoln.
Nebraska Farmer, Thurs.

Omaha.
Cultivator, S.-M.
New Hampshire.
Manchester.
Mirror and Farmer, Thurs.

New York.
Albany.
Cultivator and Country Gentleman, Thurs.
Floral Park.
Mayflower, Mo., Flo.
New York.
American Agriculturist, Sat., Middle States
Edition.
American Gardening, Sat.
Garden and Forest, Wed.
Metropolitan and Rural Home, Mo.
Rural New Yorker, Sat.

Port Jervis.
New York Farmer, Thurs.
Rochester.
Green's Fruit Grower, Mo.
Vick's Illustrated Magazine, Mo., Flo.
NORTH CAROLINA.
Raleigh.
Progressive Farmer, Tues.
OHIO.
Cincinnati.
Am. Grange Bulletin and Sci. Farmer, Thurs.
Cleveland.
Ohio Farmer, Thurs.
Columbus.
City and Country, Mo.
Dayton.
Farmer's Home, Sat.
Springfield.
Farmer and Fireside, S.-M.
Farm News, Mo.
How to Grow Flowers, Mo.
OREGON.
Portland.
North Pacific Farmer and Stockman, Mo.
North Pacific Rural Spirit and Willamette Farmer, Fri.
Northwest Pacific Farmer, Thurs.
PENNSYLVANIA
Libonia.
Park's Floral Magazine, Mo., Flo.
Meadville.
Pennsylvania Farmer, Thurs.
Mechanicsburg.
Farmer's Friend, Sat.
Philadelphia.
Farm Journal, Mo.
Germantown Telegraph, Wed.
Practical Farmer, Sat.
Pittsburg.
National Stockman and Farmer, Thurs.
West Grove.
Success with Flowers, Mo., Flo.
SOUTH CAROLINA.
Spartanburg.
Cotton Plant, Thurs.
SOUTH DAKOTA.
Aberdeen.
Dakota Farmer, S.-M.
Dakota Ruralist, Thurs.
TENNESSEE.
Nashville.
So. Stock Farm, Sat.
TEXAS.
Dallas.
Texas Farm and Ranch, Sat.
Texas Farmer, Sat.
Fort Worth.
Texas Stock and Farm Journal, Fri.
San Antonio.
Texas Stockman and Farmer, Wed.
VERMONT.
Wilmington.
Farm Journal, Mo.
VIRGINIA.
Richmond.
Southern Planter, Mo.
WASHINGTON.
North Yakima.
Freeman's National Farmer and Turfman.
Tacoma.
Northwest Horticulturist, Mo.
WEST VIRGINIA.
Wheeling.
Ohio Valley Farmer, Mo.
WISCONSIN.
Fort Atkinson.
Hoard's Dairyman, Fri.
Madison.
Wis. Farmer, Fri.
Milwaukee.
Acker und Gartenbau Zeitung (Ger.), Sat.
Haus und Bauernfreund (Ger.), Fri.
Racine.
Wisconsin Agriculturist, Thurs.

SUNDAY PAPERS—BROADLY EDITED, THEREFORE THOROUGHLY READ.

San Francisco, Examiner.
San Francisco, Chronicle.
Denver, News.
Washington, D. C., Post.
Atlanta, Constitution.
Chicago, Inter-Ocean.
Chicago, Times-Herald.
Chicago, Tribune.
Indianapolis, Sentinel.
Louisville, Courier-Journal.
New Orleans, Times-Democrat.
New Orleans, Picayune.
Baltimore, American.
Baltimore, Herald.
Boston, Globe.
Boston, Herald.
Boston, Journal.
Worcester, Sunday Telegram.
Detroit, Free Press.
Detroit, News Tribune.
Minneapolis, Tribune.
Minneapolis, Times.
St. Paul, Pioneer Press.
St. Paul, Globe.
Kansas City, Star.
Kansas City, Times.
Kansas City, Journal.
St. Louis, Globe-Democrat.
St. Louis, Republic.
Omaha, Bee.
Omaha, World-Herald.
Newark, Sunday Call.
Albany, Sunday Telegram.
Albany, Press.
Brooklyn, Eagle.
Buffalo, Illustrated Express.
Elmira, Sunday Telegram.
New York, Herald.
New York, Sun.
New York, Times.
New York, Tribune.
New York, World.
New York, Journal.
New York, Press.
Rochester, Democrat and Chronicle.
Troy, Budget.
Cincinnati, Enquirer.
Cincinnati, Commercial Tribune.
Cleveland, Leader.
Cleveland, Plain Dealer.
Toledo, Commercial.
Harrisburg, Sunday Telegram.
Philadelphia, Press.
Philadelphia, Record.
Philadelphia, Times.
Pittsburg, Dispatch.
Pittsburg, Leader.
Memphis, Commercial-Appeal.
Milwaukee, Sentinel.

THE LEADING DAILIES AND WEEKLIES, MOLDERS OF PUBLIC THOUGHT.

ALABAMA.
Birmingham, Age Herald, d, w and S.
Mobile, Register, d, w and S.
ARKANSAS.
Little Rock, Gazette, d, w and S.
CALIFORNIA.
Los Angeles, Times, d, w and S.
Sacramento, Bee, d and w.
Sacramento, Record Union, d and w.
San Francisco, Chronicle, d, w and S.
San Francisco, Call, d, w and S.
San Francisco, Examiner, d, w and S.
San Francisco, Evening Post, d.
San Jose, Mercury, d, w and S.
COLORADO.
Denver, News, d, w and S.
Denver, Republican, d, w and S.
Denver, Times, d and w.

CONNECTICUT.

Hartford, Times, d and w.
Hartford, Telegram, d.
Hartford, Courant, d and w.
New Haven, Register, d, w and S.
New Haven, Leader, d.
New Haven, Union, d, w and S.

DISTRICT OF COLUMBIA.

Washington, Star, d.
Washington, Post, d, w and S.

FLORIDA.

Jacksonville, Times Union, d, w and S.

GEORGIA.

Atlanta, Constitution, d, w and S.
Atlanta, Journal, d and w.
Savannah, News, d, w and S.

ILLINOIS.

Chicago, Chronicle, d and S.
Chicago, Inter-Ocean, d, w and S.
Chicago, News, d.
Chicago, Post, d.
Chicago, Record, d.
Chicago, Times-Herald, d and S.
Chicago, Tribune, d and S.

INDIANA.

Evansville, Tribune, d and S.
Indianapolis, Journal, d, w and S.
Indianapolis, News, d.
Indianapolis, Sentinel, d, w and S.

IOWA.

Des Moines, State Register, d, w and S.
Des Moines, Leader, d, w and S.

KANSAS.

Topeka, Capital, d, w and S.
Wichita, Eagle, d, w and S.

KENTUCKY.

Covington, Daily Post, d.
Louisville, Courier Journal, d, w and S.
Louisville, Times, d.
Louisville, Post, d.
Louisville, Commercial, d, w and S.

LOUISIANA.

New Orleans, Picayune, d, w and S.
New Orleans, Times Democrat, d, w and S.

MAINE.

Portland, Express, d and w.

MARYLAND.

Baltimore, American, d, s-w and S.
Baltimore, Herald, d, w and S.
Baltimore, Sun, d and w.

MASSACHUSETTS.

Boston, Globe, d and S.
Boston, Herald, d and S.
Boston, Journal, d, w and S.
Boston, Transcript, d and w.
Fall River, Globe, d.
Lawrence, Tribune, d.
Lowell, News, d.

Lynn, Item, d and w.

New Bedford, Standard, d and w.

Salem, News, d.

Springfield, Republican, d, w and S.

Springfield, Union, d, w and S.

Worcester, Gazette, d.

Worcester, Post, d.

Worcester, Spy, d, w and S.

Worcester, Telegram, d and S.

MICHIGAN.

Bay City, Times-Press, d and S.

Detroit, News, d.

Detroit, Free Press, d, w and S.

Detroit, Journal, d.

Detroit, Tribune, d, w and S.

Grand Rapids, Press, d.

Saginaw, Courier-Herald, d, w and S.

MINNESOTA.

Minneapolis, Journal, d.
Minneapolis, Tribune, d, s-w and S.
Minneapolis, Times, d and S.
St. Paul, Dispatch, d and w.
St. Paul, Globe, d, w and S.
St. Paul, Pioneer Press, d, w and S.

MISSOURI.

Kansas City, Journal, d, w and S.
Kansas City, Star, d, w and S.
Kansas City, Times, d, s-w and S.
Kansas City, World, d and S.
St. Joseph, Gazette, d, w and S.
St. Joseph, Herald, d, w and S.
St. Joseph, News, d and w.
St. Louis, Globe-Democrat, d, s-w and S.
St. Louis, Post Dispatch, d and S.
St. Louis, Republic, d, s-w and S.

NEBRASKA.

Lincoln, State Journal, d, s-w and S.
Omaha, Bee, d, w and S.
Omaha, World-Herald, d, w and S.

NEW HAMPSHIRE.

Manchester, Union, d and w.

NEW JERSEY.

Jersey City, Journal, d.
Newark, News, d.
Paterson, News, d and w.
Trenton, True American, d and w.

NEW YORK.

Albany, Times-Union, d and w.
Albany, Press Knickerbocker, d and S.
Albany, Express, d.
Albany, Journal, d and w.
Albany, Argus, d, s-w and S.
Brooklyn, Eagle, d and S.
Brooklyn, Standard-Union, d.
Brooklyn, Times, d.
Buffalo, News, d and S.
Buffalo, Commercial, d and w.
Buffalo, Express, d, w and S.
Buffalo, Times, d and S.
New York, Herald, d and S.
New York, Journal, d and S.
New York, Press, d, w and S.
New York, Sun, d, w and S.
New York, Times, d, w and S.
New York, Tribune, d, w and S.
New York, World, d, tri-w and S.
New York, Evening Post, d and w.
New York, Commercial Advertiser, d.
New York, Mail and Express, d and w.
New York, Evening Journal, d.
New York, Evening Sun, d.
New York, Evening Telegram, d.
New York, Evening World, d.
Rochester, Democrat & Chronicle, d, w & S.
Rochester, Post-Express, d and w.
Rochester, Union and Advertiser, d and w.
Syracuse, Herald, d and S.
Syracuse, Standard, d.
Syracuse, Post, d and w.
Troy, Times, d and w.
Troy, Press, d and w.
Utica, Observer, d and w.
Utica, Herald-Gazette, d and w.

OHIO.

Cincinnati, Enquirer, d, s-w and S.
Cincinnati, Commercial-Tribune, d, s-w & S.
Cincinnati, Times-Star, d and w.
Columbus, Dispatch, d and w.
Columbus, Journal, d, w and S.
Columbus, Post-Press, d, m and e.
Cleveland, Leader, d, w and S.
Cleveland, Plain Dealer, d, w and S.
Cleveland, Press, d.
Toledo, Bee, d and w.
Toledo, Blade, d and w.
Toledo, Commercial, d, w and S.

OREGON.

Portland, Oregonian, d, w and S.
Portland, Telegram, d and w.

PENNSYLVANIA.

Harrisburg, Star-Independent, d and w.
Philadelphia, Press, d, w and S.
Philadelphia, Record, d and S.
Philadelphia, Times, d, w and S.
Philadelphia, Inquirer, d and S.
Philadelphia, Item, d, w and S.
Philadelphia, Ledger, d.

Philadelphia, Evening Bulletin, d.
Philadelphia, Evening Telegraph, d.
Pittsburg, Dispatch, d, w and S.
Pittsburg, Chronicle-Telegraph, d and w.
Pittsburg, Commercial Gazette, d and w.
Pittsburg, Leader, d and S.
Pittsburg, Times, d.

Reading, Eagle, d, w and S.
Scranton, Republican, d, w and S.

RHODE ISLAND.

Providence, Bulletin, d.
Providence, Journal, d and S.
Providence, Telegram, d and S.

SOUTH CAROLINA.

Charleston, News and Courier, d, w and S.

TENNESSEE.

Memphis, Commercial Appeal, d, w and S.
Nashville, Banner, d and w.
Nashville, American, d, s-w and S.

TEXAS.

Dallas, News, d, s-w and S.
Galveston, News, d, s-w and S.
Houston, Post, d, s-w and S.

VIRGINIA.

Richmond, Dispatch, d, w and S.
Richmond, Times, d and S.

WASHINGTON.

Seattle, Post-Intelligencer, d, w and S.

WISCONSIN.

Milwaukee, Sentinel, d, w and S.
Milwaukee, Journal, d and w.
Milwaukee, Wisconsin, d and w.

ONTARIO.

London, Advertiser, d and w.
Toronto, Globe, d and w.
Toronto, Mail, d and w.
Toronto, News, d

QUEBEC.

Montreal, Star, d and w.
Montreal, Herald, d and w.
Montreal, Witness, d and w.

"CALLS" ON MERCHANTS.

Speaking of the never-ending calls to contribute money or goods to this, that and the other "object," a merchant said yesterday: "This system of blackmailing, for it's nothing more nor less, has become outrageous. Not a single day passes but that we have at least a dozen demands made upon us for merchandise to be given away as prizes at some picnic, fair or sporting event. During the winter months we are fairly besieged by dance promoters and church society entertainment committees who have some worthless advertisement scheme to offer. They claim to represent certain organizations, and then try to cajole us by saying that they do all their trading here. They think that argument alone is worth the price of the ad. One woman who came in here recently and demanded—yes, demanded \$5 for a space in a certain programme—told me in the same breath that she had left hundreds of dollars in this store. I said to her: 'Madam, if you will point out to me one clerk of whom you have bought even one dollar's worth in this store I will give you the \$5 without the slightest hesitation.' She turned a bit red, looked around the store and finally admitted that she had never purchased goods here. There are seven organizations in this city who lend themselves to schemes of levying tribute upon the merchants, unwittingly perhaps, because it has become so customary. If they only knew to what extent these schemes are practiced upon the merchants they would deliberate a bit before embarking in the 'hold up' business. It won't be a great while before the merchants will have to take some steps toward protecting themselves against this evil."—*Ithaca Journal*.

THE LEVERS IN AMERICA.

Dauchy & Co., the New York advertising agents, send to PRINTERS' INK the following information:

Mr. W. H. Lever, president of Lever Bros., Ltd., sails from Liverpool by steamship *Majestic* on October 13, for the United States with a view of building a soap works here. Lever Bros., Ltd., have the largest soap works in the world at Port Sunlight, opposite Liverpool, England. This factory, including the model village for the workmen which is connected with it, covers an area of 114 acres, and has a capacity of 2,400 tons of soap per week. The capital of the company is ten million dollars (\$10,000,000), fully paid in, and it employs over 2,500 persons. There is no reason why the projected works in this country should not become in time as large as the English factory. The reason for the decision to build here is in the new tariff law, which has doubled the duty on laundry soaps. The principal product of the company is Sunlight Soap, a laundry soap which formerly paid 35c. per case duty. The Dingley bill taxes it 70c. per case, which is prohibitive on a staple article like soap.

EUROPEAN ADS IN AMERICAN PAPERS.

It is astonishing to find what a wonderful part European advertisements in American papers play in the routes selected by Americans in Europe. Americans are essentially a newspaper-reading people. They read the papers, advertisements and all. The European railway time-tables, the advertisements of shops in England or the Continent and the announcements of the various hotels are all scanned and remembered, and in many cases jotted down for reference. The system of advertising in American papers has become a feature of European merchants, hotel men and railroad officials. All the picturesque and interesting tours are outlined; handsome novelties and materials at the shops are dwelt upon, and the comforts and cuisine of the big hotels made clear. The return is always most gratifying, as many Americans going abroad have only a vague idea of the countries to be visited, and rely almost wholly on these advertisements as a guide. They are liberal patrons once they get to know the names and places advertised.

—*N. Y. Tribune*.

INDIGNATION AROUSED.

A crusade against the advertising sign nuisance has been begun on Long Island, and the men who deface natural scenery with patent medicine and cigarette signs are being arrested and fined. Public sentiment is becoming pronounced against this nuisance, and it is being recognized that the right of humanity in general to enjoy a beautiful landscape or a fine bit of scenery is not to be taken away by anybody who chooses to obscure the view in order that he may profit. If public sentiment were properly careful of its dignity, it would boycott every article that is thrust upon its attention in this way.

—*Philadelphia Public Ledger*, Sept. 13, 1897.

USE FOR AN INJUNCTION.

"If business," said the senior partner, "doesn't pick up in our line pretty soon, we will have to shut up the shop."
"I'll tell you," said the junior partner. "I will go out of town, and you advertise a sale at below cost."
"The people will not bite at that old bait."
"And then I will come back and get out an injunction against you on the ground that you are ruining us."—*Indianapolis Journal*.

A WHITELEY OF THE WEST.

The West of England is a place of strange survivals and astonishing sights. Among these the signboard which the Rev. S. Baring Gould found at the Cornish village of Morwenstow must surely stand pre-eminent. The writer of it must have been a sort of uneducated Whiteley.

"Roger Giles, Surgin, Parish Clark, and Shulemaster, Groser, and Hundertaker, Respectably informs ladys and gentleman that he drors teef without wateing a minit, applies laches every hour, blisters on the lowest tarms, and vizards for a penny a peace.

"He sells Godfathers kordales, kuts korns, bunyons, doktersh osses, clips donkies wance a month, and undertakes to luke arter every bodies naysls by the 'ear. Joe-sharps, penny wissels, brass kanelstix, fryng pans, and other moozikal hinsturments hat gratefully redyooiced figers; young ladys and gentlemen larnes their gramer and language in the purtiest manner, also grate care taken off their morrels and spellin.

"Also zarm zinging, tayching the base vial, and oll other zorts off vancy-work, squadrils, pokers, weazels, and all other country dances tort at home and abroad at perfekshun. Perfumery and snuff in all its branches. As times is crul bad I heggs to tell ee thot i had just begunned to sell all zorts off stashonary-ware, cox, hens, vouls, pigs, and all other kinds of poultry.

"Blackin-brishes, herrins, coles, scrubbin-brishes, traykel and godley bukes and bibles, mise traps, brick-dist, whisker-seed, morrel-pokkerankerchers, and all zorts of swate-maits, including taters, sassagers, and other gardin stuff, bakky, zigars, lamp-oyle, tay-kittles, and other intoxicatin likkers, a dale of fruit, hats, zongs, hare-oyle, pattins, bukkits, grindin-stones, and other aitables, korn and bunyon-zalve, and all hardware; I as laid in a large azortment of trype, dog's mate, lolipops, ginger-beer, and matches and other pikkels, such as hepsom salts, hoysters, Winzer sope, anzetrar.

"Old rags bort and zold here and nowhere else, newlayde heggs by me Roger Giles; zinging bukes kepted, sich as howles, donkies, paykox, lobsters, crickets, also the stock of a celebrated brayder. Agent for selling gutty-porker souls."

THE LEVER IS PRICE.

The great lever of the advertiser is price. Of course, quality is advertised, and some people want the best they can get, but why do they want the best? Ask that of a hundred people who demand the best, and ninety-nine of them will tell you that they buy the best because it is "the cheapest in the end." It is price, after all, and people who care for price are the people who have to care for it, the moderately well-to-do, the people who read ninety-nine-one-hundredths of all the magazines published.—*Bates' Vi icisms.*

A FLING AT "COMFORT."

"Here's a magazine with only six pages of advertising. How do you suppose it can live?"

"Easy enough. Each contributor must send on fifty subscribers to insure the acceptance of his article."—*Cleveland Leader.*

THE PLAN IS THE THING

Advertising is not merely writing a taking advertisement and dressing it in suitable pictures and types. The plan is the first thing. What is right in one case is wrong in another.—*Bates.*

SHOPPING UNDER INSTRUCTIONS.

"I want a 25-cent toothbrush for my wife."

"Yes."

"It musn't be too big or too little."

"Well?"

"And it must have red stripes on the back."

"Yes."

"And she doesn't want a bulgy one."

"No."

"Nor one that is scooped out in the middle."

"No."

"And it must be warranted to wear."

"Yes."

"And the handle musn't be too curved or too straight."

"No."

"And it musn't smell of moth-balls."

"I think this one will suit."

"All right, I'll take it. Now, remember if this brush loses a bristle between now and next Christmas, you and I are gone up."—*The Chicago Record.*

SCHOOLS OF JOURNALISM.

"The only reliable school of journalism is the one of practical experience," writes the *Brockton Times*. So the only reliable school of medicine is the one of practical experience. But we have medical schools just the same. The repeated declaration that nothing can be taught outside a newspaper office regarding journalism is in line with the claims first raised against all manner of professional schools. No one could learn any profession outside its actual practice. But professional schools have grown and multiplied, until now no one thinks of entering upon a profession without a course of school training. The same thing will be true of journalism. No sensible person believes that journalists can be made at college any more than doctors or lawyers or merchants. But to assert that nothing can be taught about newspaper work save within the walls of a printing office attributes to journalism a mystery that it does not possess.—*Country Editor.*

WHY THEY FAIL.

Most advertisers fail because they expect the advertising to "do it all." It will not unless you take advertising in the very broadest sense—that is, not only of attracting attention to the goods, but of turning that attention into money. Then it is advertising, and then it should pay.—*John O. Povers.*

PICTURES.

Pictures catch the eye and reach the understanding quicker than written words—in fact it is held that thoughts and ideas are retained in the brain in the form of pictures, and that wording from which a mental picture can be formed is the best wording to carry an idea and install a fact in the mind.—*Ad Book.*

FREE ARTICLES ATTRACT THEM.

Most women will walk a block extra in order to get a fan that they may appropriate to their personal use—that becomes their very own when they get outside the store with it. Even a cent's worth of something for nothing has an attractiveness for most women they can not overcome.—*Keystone.*

A BUSINESS LETTER.

A business letter should be the most accurate of all letters. It should be as brief as it can be and express what it is written to say, but it should be as long as necessary in order to accomplish the same purpose.—*Keystone, Philadelphia.*

NOTES.

KLONDIKE nuggets are now favorite window advertisements. Most of them are made of papier mache gilded over.

WEINER, the Brooklyn hatter, says in his circular: "It's a wise head that knows its own hatter. Stick to the Weiner make and you will be all right."

A BROOKLYN storekeeper has a sign hanging at right angles to his store representing a U. S. postal card about 6 ft. by 4 and bearing his own name, business and address.

THE Michigan Stove Company, of Detroit, manufacturers of Garland Stoves, publish in a pamphlet one of Eugene Field's poems eulogizing American stoves, and illustrate it with pictures that have a domestic charm all their own.

A CIGAR dealer in Fulton street has the following peculiar sign in his window: "I've have a *full house of straight goods* and you don't have to be *flush* to buy them." The italics are represented by playing cards showing the well-known poker terms.

HENRY FERRIS, who has had charge of the advertising of Gimbel Brothers, in Philadelphia, has accepted the similar position in John Wanamaker's New York establishment, and will remove to the metropolis.—*Chester, Pa., Times, Sept. 11, 1897.*

A FUR house on the corner of Twenty-second street and Broadway advertises its wares by a realistic tableau in the window, representing a snow-covered field, in which are to be seen two fur-robed miners, an esquimaux dog, a sled with nuggets, and other grim features of that northern situation.

THE new proprietors of the Evansville (Ind.) *Courier*, Messrs. Murphy, Carroll & Roosa, are said to be taking hold of the *Courier* in a business-like way, and to have great confidence in their ability to make the *Courier* a valuable advertising medium. The Eastern advertising is still looked after by W. E. Scott, 150 Nassau street, New York.

THE boycott laid by the editors of German cycle and sporting papers on advertisements and notices of American wheels has proved entirely ineffectual. On the contrary, appearances support the conclusion that this boycott has produced an increase of popular favor for American machines. To all appearances, the upper classes in Germany have argued that such a boycott proves that the German maker does not make as light, durable and shapely an article as the American, since the boycott is in nature of a confession to that effect on the part of the native maker.—*Wheel (N. Y.), Sept. 10.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. One col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

PUBLISHERS—Situation wanted by an experienced traveling man with the New England trade. Circulation or salesman. G. F. MESICK, Waltham, Mass.

A GENTLEMAN with large editorial and business experience, and some capital, desires an interest in a good syndicate publishing firm or company. Address "W. X.," Printers' Ink.

WANTED—Small proprietary business. Address "CASH," care Printers' Ink.

AGENTS wanted. Free samples. One of our agents earned \$4,300, several over \$1,000 in 1896. "FACTORY," P. O. 1371, New York.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 16 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 50c. Inc. Write C. M. SHAFFER & CO., Youngstown, O.

FOR 8 years I placed the advertising of the Chamberlain Med. Co., of Des Moines, obtaining the most favorable terms, position, etc. I now seek a similar situation at a moderate salary. F. B. SWARTZ, P. O. Box 174, Des Moines, Ia.

PUBLISHERS of newspapers who wish to own a handsomely bound set of the complete works of Charles Dickens can get information on the subject by addressing EDWIN F. GRAY, publisher of *American Literary Visitor*, Rahway, N. J.

\$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

***** BUSINESS MEN. *****

If you own a plate it costs no more to print a handsome letter-head than a common type-set one. Elegantly designed and engraved Lithographic letter-head plate at \$7.50. Buildings, etc., extra. Sketches submitted.

W. MOSELEY, 80 Hill St., Elgin, Ill.

WANTED—The address of a newspaper publisher who keeps a record of his issues and is willing to make the exact figures public, and who has at any time had any trouble or difficulty about securing their publication in the American Newspaper Directory without the expenditure of a single cent for advertising in the Directory or for any other item beyond a two-cent postage stamp on the envelope that conveyed by mail his true statement bearing date and signature. Address, with full particulars, PRINTERS' INK, 10 Spruce St., New York City.

WANTED—A missionary to labor with the American Tract Society—after that Society has overhauled its elevator system, with a view of postponing a fifth catastrophe—and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. When the pit is not open its cavernous mouth is veiled with an iron grating so poorly constructed and so warped out of shape that it is almost a miracle that some woman or girl employed in the neighborhood has not yet broken or dislocated a leg by slipping through. All protests have been unavailing for a correction of the evil. A suitable salary will be paid to a good man who will attempt this missionary work and influence this great Society to reform its evil ways. Address, with references, PRINTERS' INK, 10 Spruce St., New York.

***** ILLUSTRATORS AND ILLUSTRATIONS. *****

BEST collection of advertising cuts in U. S. Catalogue, 10c. THE SPATULA, Boston.

***** STEREOTYPING MACHINERY. *****

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Book-let free. B. F. CURTIS, 150 Worth St., New York.

***** ADVERTISING NOVELTIES. *****

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

***** STEREOTYPES. *****

STEREOTYPE outfits, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KARRS, 340 E. 53d St., New York.

PURCHASING AGENTS.

PURCHASING agency; information. Stamps rec'd. G. EARLLE, 150 Nassau St., New York.

ADDRESSES AND ADDRESSING.

3,000 FRESH agents' and canvassers' addresses, classified by States, prepaid, for \$5; single \$1. S. M. BOWLES, J. F., Woodford City, Va.

SPECIAL NOTICE.

TO Manufacturers of Specialties—Have good premium plan; will induce dealers to order goods. No investment necessary. Address LEWIS SAXBY, 100 Gerken Bldg., New York City.

POSTERS.

WE engrave, print and ship you posters on 50-pound paper, one color ink, for 1 cent a sheet in 1,000 lots. Special design, no pictorial. One-third cash, balance c. o. d. Samples for 6 cents. RAMSEY POSTER PRINT, Lexington, Ky.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 5x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'td, 10 Spruce St., New York. Special prices to cash buyers.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

DEPARTMENT of Profitable Publicity of the W. B. CONKEY CO., E. A. WHEATLEY, Director, 311-331 Dearborn St., Chicago.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

FOR SALE.

FOR SALE—A first-class weekly newspaper and job printing office, with good patronage. Good reason for selling. Address Box 6, Webster, Mass.

ONE of the best paying country weeklies in Montana. Will earn \$2,000 annually above expenses. Established 30 years. Address "V. C.," care Printers' Ink.

THE WALLINGFORD TIMES plant, Wallingford, Conn., to be sold on reasonable terms. Address C. H. TIBBITS or C. A. HARRISON, Wallingford, Conn.

OPPORTUNITY for investment. Interest in daily and weekly newspaper and job plant in Western city. Fine opening for man in business department. Address "B. C.," Printers' Ink.

SPECIAL AGENTS.

THE equipment of H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, is especially adapted for handling the foreign advertising of leading daily newspapers.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

RIGHT methods, right mediums, right matter—the vitals of profitable advertising. Write THE WHITMAN COMPANY, 37 Nassau St., N. Y.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 371 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 34th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,500 D., 4,000 W. LA COSTE, New York.

\$10.00 CASH buys a 20-word ad for one year in the **HARDWARE DEALERS' MAGAZINE**, including annual subscription.

\$1.00 CASH buys a 20-word ad for one month in the **HARDWARE DEALERS' MAGAZINE**. Circulation exceeds 10,000 copies.

DAYTON (Ohio) MORNING TIMES and **EVENING NEWS**, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati). **DAYTON MORNING TIMES** and **EVENING NEWS**, 14,000 daily. LA COSTE, N. Y.

THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa., have some facts about denominational papers for intending advertisers. Write to them.

IF you are a manufacturer and desire to reach the largest retail trade, advertise in the **DEPARTMENT STORE JOURNAL** and **GENERAL STORE REVIEW**, monthly, \$1 per year, 371 Broadway, N. Y.

THE circulation of the **DAILY GAZETTE** of Schenectady, N. Y., has averaged 3,465 during the past eight months, and is still growing. Circulation larger than all other Schenectady dailies combined.

THE ALBANY TIMES-UNION grows stronger and better every day. It is modern, progressive and vigorous. It has snap and independence. It is fearless in battling for the rights and welfare of the people. It won its present high position on merit, and is determined to maintain the lead. JOHN H. FARRELL, editor and proprietor.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

ADVERTISE IN SAVANNAH, GA.

A This city of Savannah is one of the most important in the South. Its field is large, having a regular daily steamship line with New York City, and supplies the entire South. The New York Musical Echo Co. is at Savannah, Ga., and is published from there exclusively—circulation, 18,000 copies—and goes to families and day there, as no one tears up music. Send to us for rates. The New York MUSICAL ECHO covers a vast territory.

NEW YORK MUSICAL ECHO CO., 163 Congress St., Savannah, Ga.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By
REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISEMENT CONSTRUCTORS.

DIXEY.

CHAS. F. JONES.

"ASK LEWIS ABOUT IT."

LEWIS makes medical ads pay.

CHAS. F. JONES, 101 World Bldg., N. Y.

DRUGGISTS say that Lewis helps them.

CLARENCE F. CHATFIELD, 179 Front St.,
Owego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Write
ing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 &
624 Temple Court, New York. Write.

E. A. WHEATLEY, effective advertising, 341
E. Dearborn St., Chicago. New York office,
114 Fifth Ave.

ADS, circulars, locals, leaflets, booklets prop-
erly worded. JED SCARBORO, 20 Morton St.,
Brooklyn, New York.

THE only writer of exclusively medical and
drug advertising. Advice or samples free.
OLYSSSES G. MANNING, South Bend, Ind.

"I once knew a merchant who tried five dif-
ferent business doctors in a year. Then
the sheriff came in and buried the corpse."
LEWIS.

FOR \$5 I will write an 8-page booklet if you
will send me your order before Oct. 15, and
allow me 10 days to fill the order. CHAS. A.
WOOLFOLK, 448 W. Main St., Louisville, Ky.

"THE cheap fellows are legion. They have a
field of their own. I have had customers
who preferred them. "You have nose of this
high price buncombe" they said to them. But
why buncombe? A man gets what he's worth.
If his labor is worth \$1 a day, he gets it. If he
can get more, it's proof that he's worth it, even
if there are people who think it buncombe. So I
ask and get more than most men in my business.
I don't want your business unless you think I am
worth the price I ask. It is a reasonable price
for the time I put into your work, and for the
personal interest I shall take in the success of
your business—if you will let me.

I do more than write advertisements. I origi-
nate methods. I have formulated publicity plans
for many years. What I have learned along
many lines of business is at your service. If you
need it. Write me about it. E. A. WHEATLEY,
Specialist in Profitable Publicity, 341 Dearborn
St., Chicago.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

XX WRITE TO ME. XX
XX If you believe that your business XX
XX would be increased by better advertis- XX
XX ing, write to me. XX

XX If you are convinced that strong, XX
XX earnest, original business talk, with il- XX
XX lustrations that exactly fit the subject, XX
XX is the kind of advertising that pays, XX
XX write to me. XX

XX If you are satisfied with your present XX
XX advertising in every particular, don't XX
XX write. But if you want new ideas or XX
XX more convincing matter or more strik- XX
XX ing illustrations; if you are dissatis- XX
XX fied at any point and think you ought XX
XX to get better results, write to me. XX

XX If you want newspaper or magazine XX
XX ads, a booklet, letters, circulars, car- XX
XX cards, a poster or a catalogue, write to XX
XX me. XX

XX If you'd like to read my little book- XX
XX let, "Business," free, write to me. XX
XX WOLSTAN DIXEY, Writer of Adver- XX
XX tising, 150 Nassau St., New York. XX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

PRINTERS' INK.

THREE ads. with outline cuts, one dollar to
any retail advertiser. Cash with order.
R. L. CURRAN, 150 Nassau St., New York.

THE WHITMAN COMPANY, 37 Nassau St., New
York, is not the largest advertising agency;
if it were it could not faithfully attend to your
advertising business. We only take the business
we can conveniently handle with profit to the
advertiser.

ANY one desiring advertising work and who
will write detailing his situation, I will
make a special offer. Booklets and folders,
specialties. Photographs to illustrate adver-
tising matter, as showing new articles or how
to use them, and also pretty and striking pho-
tographs to attract attention, I am devoting much
time to, and have moved to quarters suitable for
this work. Specimens and full particulars to
bona fide advertisers. R. L. CURRAN, 150
Broadway, New York.

"SOMETHING DIFFERENT."

High-toned, first class business houses are to-
day calling for "something different" in their
circular and folder advertising.

They have grown weary of the same old shapes,
the same papers and the same colors of ink that
printers used a dozen years ago.

They do not want cuteness or crassness, but do
want a pleasing change from hackneyed forms.

Moses & Helm do a great deal of folder and cir-
cular work for leading advertisers, and what
they do possesses the rare virtue of being "dif-
ferent."

For \$5 Moses & Helm will "lay out" a circular
or folder for any reader of PRINTERS' INK.

"Lay out" means to select the paper, choose
the colors of ink, decide upon form and shape,
and roughly sketch such decorations or illu-
strations as may be deemed proper.

The man who sends Moses & Helm \$5 for this
service can use the ideas or not, just as he
chooses. The fee is to be paid just the same.

If he decides to use the ideas submitted, Moses
& Helm will finish the work and deduct \$5 from
the final bill.

Moses & Helm charge from \$15 to \$100 for writ-
ing, designing and illustrating circulars and
folders that are "different."

A real good advertisement is cheap at \$100; a
poor one is dear at 50 cents.

MOSES & HELM,
Writers and Illustrators of Advertising.
Designers and Engravers for Advertisers.
Business Promoters.

Catalogue Makers
111 Nassau St., New York City.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

XX I KNOW FULLY TEN PER CENT OF XX
XX what there is to know about writing ad- XX
XX vertising and pushing business. Per- XX
XX haps I know more than twenty per cent, XX
XX but I do not want to appear egotistical. XX
XX Some of my friends say that I know it XX
XX all. They are only flatterers. Any man XX
XX who claims to know it all is either a XX
XX fool or a liar. XX

XX All I claim is that I have had a larger XX
XX and more varied experience than any XX
XX other man in my business. This ought XX
XX to enable me to give the most valuable XX
XX advice and service to my clients. XX

XX I have held almost every possible po- XX
XX sition in the mercantile world. For XX
XX two years I was stenographer and cor- XX
XX respondent for a prominent railroad. XX
XX and later for a large manufacturer. XX

XX For four and a half years I was ac- XX
XX countant and office manager for two XX
XX great wholesale firms. For three years XX
XX I was in the retail business for myself. XX

XX For the past seven and a half years I XX
XX have been advertising manager for the XX
XX largest and most successful concerns in XX
XX America, among whom are A. N. XX
XX Rothschild & Co. and Marshall Field & XX
XX Co. of Chicago, and Siegel-Cooper Co. XX
XX of New York. XX

XX I want to correspond with business XX
XX men who want to push forward and be XX
XX more successful. XX

XX Yours for more business through bet- XX
XX ter advertising, CHAS. F. JONES, Suite XX
XX 101, World Building, New York City. XX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXX



One of the best things that could possibly be advertised in the street cars is tea. And a good deal of street car advertising has been done for various brands.

There should be more done, because there is a wide field for it, and a virgin soil for education about what is good tea, and how to make it, how to drink it, and how it is grown, how prepared for the market, etc., etc.

All these interesting subjects can be covered in many different ways, with the result of making the people buy tea, and that tea the tea that you advertise.

Here are a few cards lately used to advertise tea in the street cars. They are a lot of rather mediocre originality and strength:

glance. You've no time to stop and read it.

But the street car advertisement stays with you, rides with you, keeps you company, despite of yourself, and with gentle persistence makes itself be read.

So these tea cards of Lipton's, He-No, Tetley's and Mazapura are not as good as they might be. A little lower down you will find two that I should recommend. An illustration would improve them, but they are good cards without an illustration, because they tell some facts to people who want to know about tea.

Taking these afore-mentioned cards individually, He-No appears to me to be the best. It has the best argument. Lipton's runs it a close second, by rea-

Most people seem to think that there is no room for an argument in a street car card. That's where they make a mistake. They class street car advertising and billboard advertising under the same heading. They are wrong. The street car card may be in front of the same man or woman for an hour. Plenty of time to be read—sure to be read. Plenty of room for one or two sentences with a pithy argument. The trouble is, there are so few people who can put an argument into one clear sentence. That's where it comes in.

Billboard advertising must be strong and brief—very brief—because you walk or ride just past it. It gets but a

son of its artistic appearance. Tetley's must attract attention because of its size, and the name is one that sticks.

Mazapura is the poorest of the lot, and that's no joke either.

There are a great many people who

don't drink tea. They are wedded to coffee. They should be divorced from it. They can be convinced that tea is better in some ways. Their taste can be educated. They can be taught that

ceived a few hints about it by reading this article.

I hope so.

The tea shrub gives three crops a year. The first two the best. The

MAZAPURA TEA

Is the Finest Grown in

CEYLON-INDIA

SOLD BY ALL FIRST CLASS DEALERS

one reason they don't like tea very well is because they get it by the pound from their grocer, who probably buys it in bulk and doesn't take care of it.

All this they can be taught and more, and one of the best ways to teach it is through the medium of the street cars.

The one thing to remember in contracting for street car space is that it is best to deal with a reliable agency, and with one whose connections over the entire field are such that every little detail of placing, changing, checking, etc., can be competently and thoroughly carried out.

GEO. KISSAM & Co. may be taken as a representative house whose facilities can be relied upon.

There are few other concerns in the business whose system is so perfect.



In advertising a brand of tea in the street cars there are two principal points to be covered. First the educational point, which should explain why tea is healthy when not drunk to excess, and other information on the subject as outlined above. Second, the explanation of why one tea is better than another; why it is better to buy good package tea instead of bulk tea from the ordinary grocer; why your package tea is better than others.

The doing of this in the best way is the essence of good street car advertising. Possibly you may have re-

ceived a few hints about it by reading this article.

He-No is all choice leaves, with the dust sifted out and all the aroma kept in.

Tannin in tea is got rid of if you infuse for only six minutes. Some tea is nothing but tannin. The aroma is gone. The grocer let it go. But in Tetley's teas the original aroma of the fresh leaf is packed in the package and stays there.

A strong rival of tea is cocoa. The cocoa drinkers in America are, however, in a minority at present, but the educational process is constantly going on. There are cocoas and cocoas, but connoisseurs pronounce Phillips' as being "at the top." The Phillips Chemical Co. are old and persistent users of the street cars and they find it profitable. They have placed almost all of their annual appropriation for years with Geo. Kissam & Co., their Mr. Reynolds stating: "We make our contract and never worry afterwards with this house, as we know our interests are perfectly looked after." Their card is a very striking one, the colors being red and blue running diagonally across the surface; the



illustration does not do justice to its strength and originality, as it was impossible to reproduce it showing the dividing lines.

The cotton crop of 1896 was fairly good and it was s
 The cotton crop for 1897 is better and there is romi
 Georgia's cotton crop in 1897 is a million bales
 IT WILL SELL FOR THIRTY-FIVE HILL
 Georgia's fruit and melon crop for 1897 sold in sev
 The Georgia food crop in 1897 is sufficient to over
 cotton crop is surplus.

THE GEORGIA PEOPLE HAVE MONEY T

Atlanta J

Average daily edition

It has the confidence of the Georgia people.
 No other daily in the Cotton States comes with a sev
 culation, and advertising contracts are made sub
 The advertiser who proves that it is not true shall h
 Over eight thousand copies are delivered by carrier
 Many thousands are sold through newsboys and nev
 No paper published anywhere covers a local field
 JOURNAL covers Atlanta.

Twenty-four trains leave Atlanta between 2 P.M.
 of these the JOURNAL goes into the towns and c

HOKE SMITH, Pres't.

THE ATLANTA JOU

CHICAGO. — THE S. C. BECKWITH SPEA

and it was sold for a satisfactory price.
 it is promise of a better price.
 sales

SEVERAL MILLION DOLLARS.

and is several million dollars more than recent years.
 to cover the cost of the farmer's sustenance; the

ONLY TO SPEND.

Journal

tion, **23,930** copies

with a seven thousand copies of the JOURNAL's cir-
 made subject to the accuracy of this assertion.
 shall have his advertising bill receipted free.
 carrier boys.

and news agencies.

local field more completely than the ATLANTA

PM. and 12 o'clock at night, and on every one
 in the great cotton-producing region.

THE JOURNAL.

H. H. CABANISS, Mgr.

THE SPECIAL AGENCY. — NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

[1] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

[2] For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

[3] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

[4] Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

[5] If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, SEPTEMBER 29, 1897.

IN retail advertising, unless a medium gives direct returns, it can hardly be considered of value.

MR. ABRAHAM, of Abraham & Straus, Brooklyn, at one time stated, in a conversation, that he paid the Brooklyn *Eagle* \$40,000 a year for advertising. "What!" said a bystander, "do you buy the paper?" "No," he said, "I don't buy the paper. I simply buy space, and not very much of it at that." "Does it pay you," said the bystander, "to spend that much money in one particular paper?" And the reply was: "Yes, we find that the Brooklyn *Eagle* brings us better results than any other single publication we use."

THE Chicago *Times-Herald* is the fourth best advertising medium in Chicago. The *Tribune*, *News* and *Record* are ahead of it. It is to the Chicago *Herald* that the public and the press are indebted for the Association of Chicago Journals, bound by articles of agreement to make it impossible (so far as they have the power) to publish a paper like PRINTERS' INK or a newspaper directory. It is a curious commentary on the inscrutable working of the human mind that the originator of this narrow scheme was really a liberal, genial and large-minded man. It is also remarkable that Chicago, a place where the broadest views obtain, as a rule, should originate, sustain and defend a plan so illogical, so narrow, so petty.

WHEN a smart man comes out of the little end of the horn he turns around and blows it.—N. Y. Press.

AN advertisement should have a distinctiveness of its own. Just to say the same old things in the same old way that they have been said since the first advertisements were written is not good advertising.

SEVENTY thousand people read every issue of *Self-Culture*, a monthly "magazine of knowledge," published in Akron, O. Twice as many would probably read it if most people did not have the impression that a "magazine of knowledge" must necessarily be dull or prosy or discuss questions which the ordinary reader finds above his comprehension. Such an impression an acquaintance with *Self-Culture* quickly dissipates. It contains valuable information no doubt, but every bit is served in a dainty, interesting style that must please the palate of the most exacting mental epicure.

ON the morning of Saturday, September 18th, about 9.30 o'clock, a representative of PRINTERS' INK, on his way down town, passed through Twenty-third street and stopped at the news-stand on the southeast corner of Sixth avenue to buy a copy of the New York *Times*. For more than thirty years this particular PRINTERS' INK representative has been in the habit of reading the *Times* every morning. Of late years he reads the *Sun* at breakfast time and takes the *Times* on his way down town on the elevated. In response to the call for the *Times*, the news-stand attendant said, "all gone." PRINTERS' INK's representative thereupon crossed to the southwest corner of Twenty-third street and said to the newsman there, "*Times*?" "All gone," said the man. "All gone? How's that?" "They have been all gone every day this week." "Do you sell more *Times* than you used to?" said PRINTERS' INK's representative. "Well, I should say so," said the man. PRINTERS' INK's representative thereupon ascended the steps, and losing one train by the delay, approached the news-boy with this request: "*Times*?" "All gone," said the boy. It was observed by PRINTERS' INK's representative that there was still a supply of every other of the well-known New York morning dailies, and from this fact PRINTERS' INK's representative arrived at the conclusion that the young man from Chattanooga is making a success of the N. Y. *Times*. Straws show —.

AN eminent scientist contends that "affirmation pure and simple, without reasoning and without proof, is one of the surest means of planting an idea in the popular mind. The more concise it is, the more free from every appearance of proofs and demonstration, the more authority it has."

THE public's memory has a good deal to occupy it—so many voices bombard it. It is the advertiser's business, therefore, not to say too much, and to make what he does say alluring.

A REPRESENTATIVE of PRINTERS' INK, who recently visited Troy, N. Y., is inclined to think, after looking over the field there, that the comparative circulation of the *Times* and the *Press* is well indicated by the ratings given in the American Newspaper Directory, which is for the *Times* E, that is exceeding 12,500, and for the *Press* F, which means exceeding 7,500. The *Record*, the only morning paper in the city of 130,000 people, is credited by the Directory with an I circulation, which means exceeding 1,000; but PRINTERS' INK's representative says that the *Record* might, he thinks, safely be rated higher without distorting the facts, and expresses the opinion that an H rating, that is exceeding 2,250, would certainly be justified. The *Record* man says, however, that he don't intend to make a statement for the Directory, because the other papers in the town—meaning, of course, the *Times* and the *Press*—are credited by the Directory with a very much larger circulation than they have. The editor of the Directory, when appealed to on this subject, said: "Neither the *Times* nor the *Press* will tell how many they print; consequently I would not be very much surprised if a grain of truth should exist in the *Record* man's charge." PRINTERS' INK's representative further says that there is no doubt that the *Times* is the most largely circulated and influential paper of Troy, and then he wrote the following:

SCHENECTADY, N. Y., Sept. 16, 1897.

While in Troy I was shown a transcript from the proceedings of the city council which interested me.

The Common Council Printing Committee in 1895 were instructed to find out the circulation of the various papers before placing contracts for printing. The following figures are those submitted by the papers after the business December, 1895, the last furnished:

Press.....	3,949
Observer.....	8,500
Budget.....	8,663
Times.....	16,000

The *Times* figures were thrown out, and they have carried the matter to the courts. It is now before the Court of Appeals and will be argued this fall. Up to this time the *Times* has not been successful in securing a reversal of the action. I give the above for what it is worth.

A REPRESENTATIVE of PRINTERS' INK, who recently visited Schenectady, N. Y., reports that the ratings of the Schenectady dailies as given in the American Newspaper Directory appear to be correct. The *Evening Star* printed an actual average edition during 1896 of 2,373 copies, the *Evening Union* 2,374, being one copy ahead. The *Gazette*, in the absence of a report from the publisher, is rated H in the Directory, which, being interpreted, means exceeding 2,250. Of the *Gazette*, PRINTERS' INK's representative says: "It is a good paper—the only morning paper in the city, also the only one-cent paper—and has, I think, a larger circulation than either of the others."

HAVE HAD THEIR DAY—MAYBE.

LONG BRANCH, N. J., Sept. 20, 1897.

Editor of PRINTERS' INK:

I write to ascertain if the department of ready-made ads, so long published in PRINTERS' INK, has been permanently discontinued. I found the department very helpful in securing suggestions for the writing of ads for our local paper, and think I voice the sentiment of many similarly situated when I say the feature is missed very much. If you will kindly reply, I remain, very truly yours,

HAROLD E. DENEGAR,
Long Branch Record.

September 16, 1897.

Editor of PRINTERS' INK:

In the way of a suggestion the *Trident* would deem it advisable for PRINTERS' INK to consider the resuming of publishing the Ready-Made Ads Department, which feature was an interesting department to the weekly papers. The samples of ads that were formerly published were well worth the subscription price. We all miss them greatly.

FRANK L. WILLCUTT.

Since the ready-made ads were discontinued but three or four requests have come for their resumption. This would appear to indicate that the popular demand for them had been satisfied. It is the present policy of PRINTERS' INK to give ever-increasing attention to the advertising of retailers, particularly those in small towns, the class to which the "ready-made" ads most appealed, and in doing this a host of advertisements have been reproduced, and all these are available for the same purpose as the "readymades."—[ED. P. I.]

DISTRIBUTING.

Office of
THE GAS BELT DISTRIBUTING Co.
Swartz & McLain,
House-to-House Distributors and Bill-
posters.
LITTON, Ind., Sept. 15, 1897.

Editor of PRINTERS' INK:

Can you, through PRINTERS' INK, give me a pointer in regard to getting distributing to do, and also as to prices per thousand I can safely charge? Do not want to be higher than others, but still want to get all we can for good service. WARREN T. McLAIN.

The way to get distributing is to ask for it personally and by correspondence. Prices vary. Mr. Will A. Molton, of Cleveland, Ohio, who edits the *Up-to-date Distributor*, of that city, says he gets \$2 per 1,000 for distributing samples, placed up to the door and inside when practical, and \$8 per 1,000 when the distributor walks around to the side or back door of each residence, raps on the door and politely hands the sample to the person answering the call, incidentally mentioning the merits of the goods and where they may be obtained. A dollar per 1,000 appears to be a widely prevalent price for the distribution of circulars, although fifty and even a hundred per cent more is occasionally paid by advertisers to those distributors whose reputation insures that they will really distribute the sheets, and not burden sewers with extraneous matter. In villages and small towns the distributor must necessarily charge more for his work if he does it conscientiously, because in those places it is far more difficult to distribute a thousand circulars or pamphlets, each to a different person, than in the densely crowded city.—[ED. P. I.]

USE no space to say what your rivals do. You are not obliged to advertise them. Use it all to show what you are doing yourself.

AT the New York *Herald* office they say that the daily circulation of the *Evening Telegram* exceeds a hundred thousand copies. The American Newspaper Directory estimates the daily circulation of the *Telegram* at exceeding 17,500 copies. PRINTERS' INK has been prosecuting inquiries among newsboys and arrives at the conclusion that the *Herald* sets the *Telegram's* circulation figures too high and that the Directory gets them too low, but that the Directory is a good deal nearer the fact than the *Herald* is.

THE GAME ISN'T WORTH THE POWDER.

Office of the
WORLD'S DISPENSARY MEDICAL ASS'N,
Proprietors of Dr. Pierce's Family Med-
icines.

BUFFALO, N. Y., Sept. 14, 1897.

Editor of PRINTERS' INK:

As patrons of the American Newspaper Directory we would suggest that it should state whether a small country paper uses the patent form or is all home-print. Such information would be appreciated by the general advertiser. What do you think? WORLD'S DISPENSARY MEDICAL ASS'N.

When this communication was shown to the editor of the American Newspaper Directory, he said: At first sight the suggestion appears to be a good one. A national advertiser who uses co-operative lists often finds himself in a quandary when he wishes to use a certain paper to know whether he is not already using it in his co-operative list advertising. However, there is considerable difficulty in giving the information desired in a directory. A score of years ago it was tried; and perhaps no other feature of the book ever caused so much controversy, annoyance and ill feeling. Papers are constantly changing from co-operative to home-print, or vice versa, and the number of changes that would occur even while the directory was going through the press would be considerable. When a small paper has run up with one of the co-operative companies a bill that it can not or will not pay, it becomes 'home-print' until it eventually succeeds in opening negotiations with another co-operative company. Although it is a fact that among the small papers those printed on the co-operative plan are the best, yet the home-print paper always represents being classed with the 'patent papers,' and even the patent paper objects to the name, and sometimes declines to admit that it applies to him. In view of these facts, it was found that the information could not be given with accuracy, and it was on that account that the attempt was abandoned and has never been revived."

PRINTERS' INK is Republican to the backbone, but believes (taking his letter of acceptance as a sample of his ability) the Republican party can do no better than to nominate Mr. Seth Low for the great office of Mayor of the Greater New York. They will find no man abler, better or more available. And he is a Republican.

DROPPED FROM THE LIST.

AN IMAGINARY ACCOUNT OF A POSSIBLE INTERVIEW.

When a large, handsome man, with a diagonal coat cut bias, came into the office of PRINTERS' INK and presented the communication printed below, he did it with the manner of one conscious of performing a great and good action :

PITTSFIELD, Mass., Sept. 17, 1897.
Geo. P. Rowell & Co., New York, N. Y. :

We would esteem it a favor if you would drop from your newspaper directory the name or any allusion to the *Sunday Morning Call*. Respectfully,

SUNDAY MORNING CALL,
Per W. J. Oatman.

The editor of PRINTERS' INK, believing that there might be some misunderstanding about it, took the Pittsfield man to the editor of the American Newspaper Directory, and when the Directory man had read the letter the following conversation took place :

Pittsfield Man—That is what I want you to do.

Directory Man—Do you publish a paper in Pittsfield ?

P. M.—Yes.

D. M.—Would you be willing to do me a favor ?

P. M.—Certainly ; anything in reason.

D. M.—Well, I would esteem it a favor if in the future issues of your *Sunday Morning Call* you would omit all Pittsfield items.

P. M.—If I should omit the Pittsfield items there would not be any use of publishing the *Morning Call*. People would not want it.

D. M.—If I should omit the names of newspapers known to be issued, the newspaper directory would not be valuable.

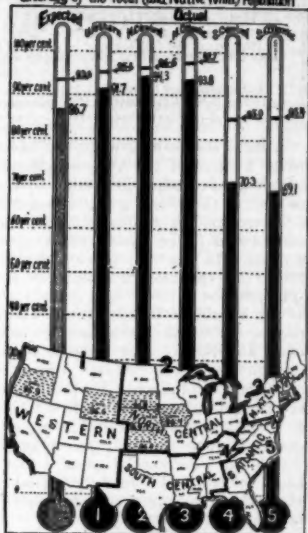
P. M.—The Directory is of no value to me.

D. M.—The Pittsfield *Call* is of no value to me ; but I presume you would not think of suspending it on that account.

At this point the Pittsfield man seemed to conceive the idea that what he had asked was unreasonable. He even seemed to get the impression that he had been making a donkey of himself, and he hastily rose and gracefully withdrew.

THE man who uses a certain paper simply because his competitors do has abdicated his right to succeed in his advertising.

Literacy of the Total (and Native White) Population



THIS illustration is reproduced from the *Illustrated American* of September 4th. As indicated by its title, it aims to show the relative literacy of the various sections of the Union. To this end the country has been divided into the five divisions into which it naturally falls, each part being indicated by a number. To use the map, refer to the number of the section and then consult the thermometer having the same numeral. The number without an arrow on the thermometer indicates the present literacy of that section ; thus in section 1, or the Western States, the percentage of people who can read and write is 91.7, or over 91 out of every 100 people. The number with an arrow indicates the comparative literacy of the native white population, which is a point of really little interest to advertisers. It will be noted that one of the thermometers contains no numeral. This thermometer indicates the degree of literacy of the whole country, as well as the degree of literacy of the native white population.

FROM its very nature advertising is a risk : but one should not be too much discouraged by this, for all business is more or less a risk.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

A local storekeeper writes and asks what I think of the coupon schemes which have recently been used by the *Telegram*, the *World* and the *Journal*.

There are a good many things that can be said for or against the coupon scheme. In the first place I do not think that papers purchased for the sole purpose of securing a coupon are of any benefit to the advertiser. These papers are usually purchased in quantities and thrown away as soon as the coupons have been cut out. From the advertiser's standpoint I should consider a gain of 100,000 while working a coupon scheme worth less than a gain of 5,000 through any plan by which the new purchasers of a paper could be tempted to read it, instead of just cutting out the coupon and throwing the paper away.

Looking at it from the other side, I would say, that the coupon scheme, if properly worked in newspapers, certainly does not do the advertiser any harm. Those people who buy the paper ordinarily to read it are certainly going to continue to read it, even though they get the coupon each time they buy the paper. The only trouble is that the paper using the coupon scheme is liable to devote to it a great deal of space which is ordinarily given to news, and therefore the readers may not find the paper as interesting as they do when the coupon scheme is not being run. If a newspaper wishes to run a coupon scheme it should be kept within bounds. It is admissible to once or twice take a portion of the first page for pushing the coupon scheme, but when a paper, day after day for several weeks, makes its coupon scheme a feature of the first page, it is forgetting its duty to the readers and is liable to lose the reading circulation, which is twenty times as valuable as the coupon circulation. The paper that makes a good advertising medium is the paper that pleases its readers. Looking at the coupon scheme from the publisher's standpoint, I would say that it is a good thing. It not only helps to circulate a large number of papers, even if they

are of practically little value, but it is a good advertisement for a paper, by getting a great many interested in the paper's scheme, so that they talk about nothing else and no other paper. It is of great value to a newspaper to have its name in the mouths of a multitude. I should say that the *Telegram*, *World* and *Journal* were benefited by the coupon scheme rather than hurt. Not only this, but news is very often scarce and the large papers are working under such high pressure that it is sometimes an advantage to them from their standpoint to have an interesting scheme on hand from which they can make news. Again, during the time that the scheme is being run and during the time that the winners are in Europe, the paper has a good opportunity to advertise itself by referring to the scenes and incidents of the trip of the successful ones.

The only way that I can see for a store to get very much benefit from a coupon scheme run by a newspaper, is to do as Siegel-Cooper Co. and R. H. Macy & Co. have recently done in running a candidate for themselves in the name of their store, even if the candidate should not win. It is a good advertisement to have even tried for it, but where the candidate is successful it is a good advertisement for days to come, because it will be talked about by all the readers of the publication as a successful bit of advertising, as well as a matter of congratulation to the person who is fortunate enough to represent the store. In a recent *World* Silver Tandem Contest Siegel-Cooper Co., in selecting a candidate to represent them, held an election. All the employees of the store were privileged to vote for the one whom they would most like to see, amongst their fellow employees, win the contest. Miss Goodwin was successful in the election, and therefore had the backing and assistance of all the employees. As a still further inducement to the employees, the company held out several prizes to get its employees to work harder for the store's candidate. To the employee who

would secure the most votes for Miss Goodwin they offered two weeks' vacation with pay. To the employee who secured the second largest number of votes one week and a half. To the employee who secured the third largest number of votes one week. Ballot boxes for receiving coupons were placed in the employees' quarters in the store and in the barns connected with the store, both local and suburban.

A merchant in Memphis writes for advice about renting a store. He says he can get the best location for his line of business in the city for \$3,000, but does not like to pay quite that much, as he can get just as good a store on another street, but in not so good a location, for \$2,000.

It is very hard for me to give good advice without knowing full particulars, and I will have to ask our friends who at any time want my advice to please bear in mind two or three things. One is that anything you may tell me will be strictly confidential, and your name will be omitted from the paper if you so desire it. The other is that if you want the advice that you ought to have you will have to tell me all the points about your business and the surrounding circumstances to enable me to make a correct diagnosis.

Two thousand dollars may be too much for this gentleman to pay for rent, and then, again, \$3,000 may be even just a moderate rent. I can not tell, unless I know the circumstances, what the store is doing or expects to do. As a rule, I will say that rent cuts very little figure in a store's business, provided by paying the extra money you can get a better location. If the surroundings of this store are as I suppose them to be, I would much prefer to pay \$3,000 and get the better location than to pay \$2,000 and get a second-class location. A store with a good location can often save on its advertising bills enough to more than pay the difference in rent.

A reader of PRINTERS' INK writes that he has seen in this department a good deal of advice addressed to storekeepers, but would like to see more of it addressed to employees. After he gets through reading his copy of PRINTERS' INK he passes it around through the store, and wishes to get all the points possible that will help to make his employees better clerks.

The gentleman probably wrote before he had read the more recent issues, as a good deal has been said since the date of his letter for the employee, as well as the employer.

One trouble with employees is that they are apt to discriminate between what they think they ought to do and other things which they think they ought not to do. The prescription clerk in the drug store will believe that because he was employed to fill prescriptions he should never be asked to sell tooth-brushes, no matter what emergency may arise. The bookkeeper will believe that because he was employed to balance the ledgers that he should not be asked to run over to the post-office with a letter, no matter what emergency may arise, after the office-boy has gone home. Now, this is all wrong. A great many of us have to do things that we don't like to do, and that we don't feel we were employed to do. A proprietor of a store himself has to do things that he would very often like to get out of, but he does them, nevertheless, with just as good grace as possible. The salesman who always wishes to remain a salesman, and never get any higher, may perhaps get along anyway, but the men or women who wish to raise themselves in the world must show a disposition at all times to work in their employer's interest, even if it is a little bit out of the line that they were employed for. No matter what position you may occupy, your employer is more apt to appreciate your services if you show a willingness to help, even at an inconvenience to yourself.

It seems to me that every employee ought to feel that the more valuable he can make himself to his employer the more certain he is to receive advancement. I can not imagine an employer who would not appreciate a clerk trying to do everything possible to help the house along. Your employer may not show his appreciation to any marked extent at first, but you can rest assured that he does appreciate your services, even though he may often impose upon your good nature by asking unreasonable things. The more you do for him the more he will feel his need of having you do something else; therefore, if you wish, you may learn more and grow to be a necessity to him in his business. Who ever heard of a clerk who was not willing rising above his position, and yet how

often is the case of the willing cash-boy eventually becoming a member of the firm? A great many clerks think promotion a mere matter of luck, and in some very rare cases it may be, but in the majority of cases it is because the employee has shown a willingness to serve, and being found valuable in a few things, is made ruler over many.

I have been asked what I think about reading notices and whether they are beneficial to a retail store. In reply I will say that, in my opinion, there is quite a difference between reading notices. Some are good and some are bad. Again, there is quite a difference between newspapers. In some newspapers one style of reading notice is good and in other papers not so good. As a general rule on this subject, about all I can say is, that in small towns or in rural districts almost any kind of a reading notice is good. It is sometimes even better than a display advertisement. In the local weekly for the country village, a line inserted amongst the reading matter in reading type, stating that "John Brown sells his best flour for \$5 a barrel" is often better than a display advertisement saying the same thing.

In a city paper a reading notice of this sort is, in my opinion, of very little value, considering the cost. It is of practically no value, unless the price of the flour should be a sensational one. In big cities the people are usually so well educated upon the difference between the news item and advertisement that I often think a reading notice, which is evidently from its nature paid for, often reacts upon the customer to the merchant's disadvantage, rather than doing him any good. The kind of a reading notice that does good to a large store located in a large city is a reading notice which contains some item, which is of real news value, or appears to be of real news value, in addition to its advertising value for the store. The nearer to pure reading matter that a city store can make its reading notices, the more valuable such a notice will be as an advertisement in an indirect way, although it may not accomplish very much in a direct way.

The naming of merchandise has often a great deal to do with successfully selling it. A rose may smell as sweet, and merchandise may be just as good, under some other name, but

neither the rose nor the merchandise would sell as quick if it had a name that people were not acquainted with or did not like. How many articles of merchandise are ruined by their names? Remember the cigar that was recently advertised under the title of "Smokette"? For the amount of money that was spent upon it, it ought to be the most prominent cigar of the day, but I believe the name operated against it. "Smokette" sounds too much like "Cigarette" in the minds of a great many people. It appealed to them only as a cigarette would. I see on the signboards a chewing gum which is called "Piggy Pepsin Gum." I don't believe that this gum will ever have any great sale. How many men or women who buy gum will feel like going into a store and implying that they were one of the "hogs" by asking for "Piggy" gum? The gum may be very good and it may be advertised ever so well, but it is a sure thing that the name will hurt it.

I believe that the "Smalley" bicycle has a wrong name. People when they first hear the name always think that the word "Smalley" means that it is a little bicycle. If my name was "Smalley" and I had a bicycle, I would change my name if I had to have my machine called after me. I do not believe that the "Smalley" bicycle can ever be the success on the same amount of advertising expenditure, that it would if it had some other name.

Another mistake is sometimes made in advertising goods by showing animals using it. There is a certain tobacco advertisement on the elevated railroad of New York City that I think a poor one. It shows the picture of a dog smoking a pipe and the dog is supposed to be saying that he gets more comfort out of such and such tobacco than he does out of any other. Because a dog likes a certain brand of tobacco is no reason why a man should and I think it would be rather mortifying to a man to be recommended to use a certain tobacco, because he was enough like a dog to appreciate the same thing that a dog would like. This naming and advertising goods rightly affects the stores, in that it is much easier to sell goods if they have the right name. Manufacturers should remember this in branding their goods and storekeepers should remember this in buying their goods.

A STINKER FROM STINKERVILLE.

The men of Bitter Creek are all bad, and as you go up the Creek they grow worse, and Stinkerville is situated on the very head waters. See Standard Dictionary.

The *National Advertiser* of August 24 contained the following communication from Mr. Leander H. Crall, a New York special agent, who says:

It is a still more curious and significant fact that in the case of the American Newspaper Directory its publishers have scores of times been published in responsible newspapers as liars and falsifiers, and in no instance have they gone into court to protect themselves or their good name. None but cowards would tamely submit to such aspersions.

A reporter for PRINTERS' INK called on Mr. Crall, showed him the above paragraph, and asked him if he could remember the names of some of the "responsible newspapers" alluded to.

"You will find a complete file of them in a scrap-book at Dauchy's Advertising Agency," replied Mr. Crall, "and H. P. Hubbard also has one."

"But," said the reporter, "Dauchy's agency refuse to show the scrap-book. How is it possible to get the names of the newspapers you allude to?"

"Well," answered Mr. Crall, thoughtfully stroking his chin, "Mr. Hubbard has a list. He will be glad to show it."

"Mr. Hubbard is out," replied the reporter. "I called upon him before stepping over here."

There was a slight pause.

"Can you not remember the names of any of the newspapers you had in mind?" asked the reporter.

"Well, there was the *New York Tribune*," said Mr. Crall.

"Any others?" asked the reporter.

"The *New York Herald* was another," continued Mr. Crall, reflectively.

"Are you sure?" persisted the reporter.

"Well, it's all in the scrap-book down at Dauchy's," said Mr. Crall. "If you can't get access to it, perhaps I can in the course of a few days."

"Did the *Tribune* and *Herald* say that the publishers of the American Newspaper Directory were liars and falsifiers?" asked the reporter.

Here Mr. Crall arose and walked to the door of his office from which the sanctum of Mr. Hubbard is visible across the hall.

"If Mr. Hubbard were in we could look over his scrap-book," he said.

But Mr. Hubbard was not in, and as the Dauchys won't show their book

Mr. Crall's memory did not enable him to enumerate any of the "responsible newspapers" that he had in mind at the time of writing his letter to the *National Advertiser*. And so PRINTERS' INK's reporter came away.

WHAT THE TRIBUNE SAYS.

The foregoing interview was shown in type to Mr. Tuttle, the business manager of the *Tribune*, who, after perusing it, said: "I don't see any reason for raking up the past. I don't remember just what the editorials in the *Tribune* said about the American Newspaper Directory. It is so long ago that I have forgotten. Anyhow we have nothing whatever to say against its publishers."

WHAT THE HERALD SAYS.

Mr. Fox, business manager of the *Herald*, was also seen and shown the above interview. "If there was any trouble between the *Herald* and the American Newspaper Directory," he said, "it was before my time."

HITTING A SOREHEAD.

SOME MEN DON'T KNOW WHEN THEY HAVE ENOUGH.

Office of

"NEW ENGLAND FARMER."

The only distinctively New England agricultural newspaper.

BOSTON, MASS., SEPT. 18, 1897.

Geo. P. Rowell & Co., New York City, N. Y.:

Your batch of documents relative to advertising in the Directory for December is at hand.

Do you seriously expect that I would advertise with you after the way you have treated me?

You request a report of circulation to be made in a specific way, but say that if it is not made in this way you will rate the paper according to the best information you can get. I furnished you an affidavit of pressmen, with opportunity to verify it, that the circulation of the *New England Farmer* had increased. You reduced the rating. Was that right?

You then, in PRINTERS' INK, charged that we had not paid for the advertising when it was paid for in advance, and you refused to make the correction in PRINTERS' INK. Was that right?

You stated that the paper had been in bankruptcy, when the financial trouble that a former proprietor had been in years ago was due to outside speculations, and resulted in no way from the business of the paper. You refused to correct that in PRINTERS' INK. Was that right?

In view of these three things, have I not a legitimate grievance against your concern, and have you any reasonable expectation that, having been misused in this way, I would continue further to use your publication? Yours respectfully,

GEO. M. WHITAKER.

NEW YORK, Sept. 21, 1897.

Mr. Geo. M. Whitaker:

SIR—You ask if we expect you to advertise with us after the way we have treated you. We reply, we have treated you very handsomely, but we do not expect or wish you to advertise unless you think that the advertising will be worth the price.

You state that we requested a report of circulation to be made in a specific way, etc.,

and that you furnished an affidavit of pressman with opportunity to verify it. We do not attempt to verify statements that have not been made, and the affidavit furnished by your pressman conveyed no specific information and you knew it and know it now.

You state that we reduced the rating, and ask if that was right. We did not reduce your rating.

You say that we charged that you had not paid for your advertising. That was true.

You say that we refused to make the correction in **PRINTERS' INK**. There was no correction needed. What had been said was true.

You say that we stated that your paper had been in bankruptcy. That also was true.

You ask, if in view of these things you have not a legitimate grievance. We reply, you have no grievance whatever.

You ask if, having misused you, we have any reasonable expectation that you will continue to use our publication. You have not been misused. If you will take the pains to look into the matter carefully, you will observe that you have pursued a policy intended to deceive the public. We have called public attention and your own attention to your shortcomings. If having the matter brought home to you should induce you to repent and reform, you will be greatly benefited by the treatment you have received from the American Newspaper Directory and from **PRINTERS' INK**. If you are a manly man—as we trust you will become if you are not already one—you will write us a very handsome letter, expressing the obligations you are under for the teachings of the Little Schoolmaster.

We are, your obedient servants,
PUBLISHERS OF THE AMERICAN NEWSPAPER
DIRECTORY AND **PRINTERS' INK**.

INTERESTING IF TRUE.

One of the latest theories put out about the bicycle is that it interferes with all kinds of reading—newspapers, magazines and even novels. The idea is that when any one inflicted with the bicycle mania gets home he or she mounts a wheel, and whether it be day or night, has no time for literature, nor even for the news of the day. In a car one must have a newspaper or something to read, but on a wheel, never. The story is told by an official of the Central News Company that at a recent big bicycle meet 2,000 papers of a special issue with a great deal in it about bicycling were sent to the place, and, to the great astonishment of everybody concerned, not one copy was sold—not even one copy. Librarians say that within the past year or so the reading of light literature has fallen nearly 50 per cent, and they attribute it mainly to the bicycle. A few years ago every summer girl might be seen with her novel in hand. Now she may be seen spinning along on her wheel.—*Evansville Courier, Aug. 5.*

SUPPRESS THE STORE LOUNGER.

Always have a hearty welcome for every one, customer or not, and endeavor to make folks feel at home; at the same time be politic enough to keep your shop free from loungers. Do not encourage your men behind the counter in making a practice of entertaining their personal friends with an hour's "chin." There's no condition so distasteful to a customer as to find several men standing around your shop with no evident business other than to kill time. Have a thoroughly business air about the place and show no disposition to entertain loungers—they will soon realize that their visits are not appreciated.—*Keystone, Philadelphia.*

IN LONDON.

There is a tomb in one of the niches in St. Saviour's church with an imposing tablet in the wall behind it, and a wonderful effigy upon it. And carved in quaint old English lettering upon the tablet are the lines:

Here Lockyer lies, interred enough; his name

Speaks one hath few competitors in fame.

A name so greale, so generale, may scorn

Inscriptions which doe vulgar tombs adorne.

A diminution 'tis to write in verse

His eulogies which most men's mouths rehearse.

His virtues and his Pills are soe well known

That envy can't confine them under stone.

But they survive his dust and not expire

Till all things else at th' universall fire.

This verse is lost. His Pill embalms his safe

To future rimes without an epitaph.

Lockyer was a quack doctor of the fifteenth or sixteenth century, whose mourning "relict" took this simple and ingenious method of perpetuating the fame of his wares.—*N. Y. Journal.*

TALK IS CHEAP

Shrewd advertisers, however, recognize that they must use the

Atlanta Constitution

If they expect to cover ATLANTA,
GEORGIA, or the SOUTH.

Daily Constitution Over 25,000.

Sunday Constitution Over 32,000.

Weekly Constitution Over 160,000.

For Sample Copies and Rates Address:

NICHOLS & HOLLIDAY,

SOLE ADV. MGRS.

ATLANTA, GA.

THE advertisement of the Atlanta Constitution, printed above, is a reduced fac-simile of one to be seen in the *Newspaper Maker*, issue of Sept. 16th, 1897. **PRINTERS' INK** will give a yearly subscription to any one who will prove that one hundred and sixty thousand copies of the Atlanta Constitution were ever printed in a single week, and will pay twenty-five dollars cash to any one who will prove that the average weekly issue of the Atlanta weekly Constitution for fifty-two weeks preceding Sept. 16th, 1897, was as large as forty thousand copies. "Talk is cheap," says the advertisement. "Money talks," says **PRINTERS' INK**. It is reported of President Lincoln that he once walked the streets of Washington, in the early morning, and, having read a sign over a shop door which bore the legend, "T. R. Strong," remarked to the Secretary of State: "Yes, tea are strong, but coffee are stronger."

BENNETT'S TWO-CENT WAR.

THE EXCITING TIMES OF THE CONFLICT BETWEEN THE "HERALD" AND THE LOCAL NEWSDEALERS.

The struggle now going on between the newspapers of New York City for increased circulation vividly recalls the famous war waged by James Gordon Bennett in 1883-4 against the newsdealers who persisted in demanding 3 cents for the *Herald* instead of its published price of 2 cents. The war lasted for an entire year, and cost Mr. Bennett nearly \$240,000. He attained his object, but characteristically threw away the fruits of his victory in the hour of triumph, and so gave the dealers full scope for taking their revenge; hence the idea that they were the victors.

In September, 1883, the *Times* cut its retail price of 4 cents down to 2, and its wholesale rate from 3 to 1½ cents. Mr. Pulitzer had just begun his efforts to build up the *World* to the status of a great daily newspaper, cutting his price to 2 cents, and the higher priced journals began to feel the effect in the shrinkage of their respective circulations. The *Sun* was also a 2 cent paper of fifty-six columns, and it also suffered. George Jones met the crisis by cutting his price down one-half, the *Tribune* came down to 3 cents, and Mr. Bennett shied his castor over the ropes and entered the arena of 2-cent journalism. But he made his wholesale rate one and two-thirds of a cent, and the dealers refused to accept the one-third cent profit, continuing to sell the *Herald* at 3 cents. Had the *Herald* proprietor given them half a cent the dealers would have been content and no war could have happened.

For three or four weeks the dealers merrily went on selling the 2-cent *Heralds* for 3 cents, which meant the distribution of over \$1,200 daily profit. During this happy period the newsmen laughed at Mr. Bennett, but they mistook their man. Selecting his managing editor, Major George F. Williams, as the manager of his new movement, Mr. Bennett announced that he proposed to have the *Herald* sold at 2 cents, no matter what the war might cost. The task allotted Major Williams was a stupendous one, for he was like a general entering an enemy's country single-handed and compelled to create an army inside of

the enemy's lines with which to capture their territory.

The plan of operations was discussed and laid down by cable correspondence, the private understanding between Messrs. Bennett and Williams being of the clearest and most comprehensive character. Mr. Bennett said, "Go and fight the dealers by putting *Herald* newsmen into the field." Major Williams asked for a year of time and \$250,000, with absolute control and freedom from interference. Mr. Bennett replied, "Take two years and \$500,000, if necessary, but win the fight; not even I will interfere with your arrangements. But you must win."

During the first two months of his work Major Williams was the laughing stock of the community, for he had then only forty new *Herald* dealers at work. He was criticised by his fellow-employees on the *Herald*, the old newsdealers made no end of fun of him, and every other newspaper except the *Times* was his secret enemy. *Herald* readers went on cheerfully paying 3 cents for their copies, and Tammany Hall joined in the fight; the Bureau of Incumbrances seized the *Herald* stands, and the aldermen passed new ordinances which favored the old dealers.

But the major went on increasing his force, and soon had 200 new *Herald* dealers. Then the "three-centers" tried mob law, and, one rainy morning in February, 1884, gangs of rowdies destroyed the *Herald* stands and tables, tossing the stocks of papers into the muddy streets. The next rainy day the old dealers discovered that they had no patent on mob law, and the newspaper readers of New York City found their supply suddenly cut off. This phase of the "two-cent war" will always be a matter of secret history, but from that day the *Herald* system grew rapidly, until the time came when Major Williams found himself at the head of 2,000 trained men and boys. Then he cut off all the old dealers, and the *Herald* was universally sold in the streets at 2 cents.

At the close of twelve months the "Herald Delivery System" handled the entire circulation of that paper and a large percentage of that of the *World*, *Times*, *Sun* and *Tribune*.

Herald wagons were smashed, but new ones stood ready to take their

places. *Herald* stands were burglarized and the offenders were sent to prison. Every possible sort of petty and vindictive annoyance was resorted to, but the *Herald* was always on sale. Six hundred house stands and 3,000 folding tables were built, and a magnificent corps of carriers was organized; also a Red Cap brigade of newsboys was established; distribution depots were established at salient points in New York, Brooklyn, Staten Island, Jersey City and Hoboken. The system was temporarily extended to Philadelphia, and special trains were run over all the railroads.

Finally there was a quiet treaty of peace, the "three-centers" agreeing to sell the *Herald* at 2 cents, and Mr. Bennett gave them the half-cent profit and abandoned his delivery system, forsaking the new dealers. Then the old newsmen took their revenge and made a serious cut in the *Herald's* circulation, but finally discovered that they were biting off their noses. Had Mr. Bennett maintained his system six months longer it would have become the carrier for fully 60 per cent of the circulations of all his rivals.

There will probably be never again such a contest as this "two-cent war," and it will remain one of the most striking episodes in the history of New York journalism. — *Newspaper Maker*.

SCHOOLS OF JOURNALISM.

There are schools of medicine for doctors, schools of law for lawyers, schools of dentistry for dentists, schools of agriculture for farmers, schools of pedagogy for teachers, schools of theology for clergymen, schools of tailoring for tailors, schools of art for engravers and painters—why not schools of journalism for journalists?

Schools of medicine do not make doctors, neither would it be expected that schools of journalism make editors. But is there anything so mysterious about journalism that it can not be taught in a school?—*Country Editor, Columbia, Mo.*

ELECTROTYPING.

Duplicates of cuts are made by means of electricity. An impression of the original cut is made in wax, and this covered with plumbago. This impression is dipped in a copper electroplating bath and left until the shell of copper is sufficiently thick, when it is removed and backed with other metal and a wood block. This cut is then ready for printing.—*Advertising Experience*.

TO DISCONTINUE.

To discontinue one's announcements is to throw away the result of what one has gained by them, necessitating starting at the beginning and to become a second time acquainted with the public when the advertising is again begun.

TYPES AND LETTERING.

By Chas. Paddock.

There is one thing in which it does not pay to be original, particularly if the originality be expressed in fancy, and that is the choice of type and lettering. These can be plain without sacrificing neatness—in fact, as a general rule, the plainer they are the neater they look. Most advertisements are intended to be read easily and quickly. Grotesque forms of type do not facilitate the reading, and yet they are affected as a novelty by some advertisers. Such innovations are dangerous. Never use a type that requires to be studied and deciphered rather than read. Where is the sense of trying to convey a plain meaning through the medium of obscure type? To speak to one of your own tongue you would not require the services of a foreign interpreter. Elaborate type has no business in an advertisement intended for plain people. To the general public life is too short for typographical studies. Plain black or Roman letters—the ones that reading people are most familiar with—are what should be used, and any "fancy" type that is not distinctly plain should be tabooed.

In making cuts containing lettering the same mistake is often made. The artist seems more bent upon getting in his flourishes and twists, and curves and angles, than upon making letters that are readable at a glance. All this militates against the success of the ad. It spoils its effect, and frequently prevents its being read at all. People do not care to try and read difficult words—made difficult by the absurd "fancy" formation of the letters.

Designers of posters have fallen into the same error, and occasionally the painter of outdoor display signs is equally guilty. There is no excuse for this kind of originality. We are continually being told that we should talk plainly when constructing ads. It is of still greater importance that what we say shall be easily readable, and therefore we should adhere to plain type and plain lettering and leave fancy ideas in these lines to those who like to puzzle the public.

OBVIATING MISCONSTRUCTION.

An advertisement ought to be, literally, clear as day. There should be no room for misconception or misunderstanding. Every good announcement is so written that the veriest dunderpate can understand it.

THINKS IT GOOD.

ITHACA, N. Y., Sept. 16, 1897.

Editor of PRINTERS' INK:

I think the accompanying piece of poetry is rather an ingenious advertisement of the Lehigh Valley R. R. Co., inasmuch as it is

UNCLE DUDLEY'S OPINION.

I tell ye, friend, I've done a bit

Of trav'lin' in my day,

Why, 'way back in the fifties

I was up in Baffin's Bay

Where polar b'ars jes' fatten

On globe trotters such ez me,

An' the seal is a cavortin'

In an' out th' icy sea.

I have been among the Rockies,

Th' Andes an' the Alps,

An' on th' Western prairies

Whar th' Injuns hunt for scalps.

I've hunted 'gators in th' South,

Have tramped along th' Nile,

An' told th' Sphinx some funny jokes

Thet almost made her smile.

But, friend, I tell ye here an' now,

With all my cruisin' 'round

From pole to line an' back agin

I never yet have found

A string o' sights ez ekals them

Thet I see in one day.

Besides, it want so fur from here;

It happened jes' this way:

I took th' ferry from Noo York

Across to Jersey's shore

An' there I see a grate big train

Right on th' station floor.

I got aboard an' say! Gee Whiz!!

My hair jes' stood on end

Ez thet "Black Diamond Express"

Went tearin' 'round a bend.

'Round mountains tall, thru gorges deep,

Her daily trip she takes.

In valleys wide, pas' waters blue

Right thru th' "Land o' Lakes"

So, ev'ry summer after this,

Ez soon ez buckwheat's sowed,

Your Uncle Dud will take a spin

On th' good old Lehigh road.

going the rounds of the country press hereabouts and usually finds position top of column and has every appearance of an original contribution until you read it.

HANCE TOMPKINS.

RECOVERED HIS NERVE.

148 Tribune Building.

NEW YORK, Sept. 20, 1897.

Messrs. Geo. P. Rowell & Co., Publishers
PRINTERS' INK, 10 Spruce St., New York
City:

This is to notify you that should any copies of PRINTERS' INK, issue of September 22, 1897, containing article referring to me, entitled, "Sad Case of a New York Special Agent," be circulated or distributed by you, I shall bring suit for damages. Very truly yours,

J. P. Walker

HER RULING PASSION.

Browne—But he has lost one arm and both legs. How did she ever come to fancy him?
Towne—He's a remnant.—*Detroit Free Press.*

THE ELMIRA MIX-UP.

Office of THE ELMIRA ADVERTISER
ASSOCIATION.

ELMIRA, N. Y., Sept. 9, 1897.

Editor of PRINTERS' INK:

We notice in your issue of July 14 the following statement: "Of the four daily papers published in Elmira, N. Y., the *Advertiser*, *Gazette* and *News* use the same plant." We regret very much that you should have made any such statement, as it is absolutely incorrect. The *Advertiser* plant is an entirely separate plant, larger by far than any newspaper plant in Southern New York. It has its own machinery, its own building, its own men and is independent of any other newspaper in the world. The management of the *Gazette* has nothing more to do with running of the *Advertiser* than you have.

The *Advertiser* plant consists of a three-story double building and basement and has been in existence about forty-seven years. We trust that you will correct the statement in your next issue and will advise us to the effect that you will do so. Hereafter you should investigate a little more thoroughly before allowing such statements to appear in your columns. We would like to hear from you in regard to the matter. Yours very truly,

J. R. COLBURN, Manager.

A gentleman in the New York office of A. Frank Richardson disposes of the Elmira papers as follows: The *News* is printed in the *Gazette* office. The *Gazette* office is next door to the *Advertiser* office. The *Telegram* is in a five-story building by itself. At present the *Telegram* prints the *Advertiser*. The *Advertiser* is owned by Senator Fassett and is leased to Mr. Colburn. Mr. Colburn was once connected with the *Gazette*. The fact that the two printing establishments are side by side, and that the manager of one was once in the service of the other, has led casual observers sometimes to jump at the conclusion that the two establishments are one and the same. The *Advertiser* is at present putting in new presses. When the *Advertiser* gets its new presses in it will do its own printing.

THEY SHOULD BE.

ST. PAUL, Minn., Sept. 18, 1897.

Editor of PRINTERS' INK:

I am surprised at your discourtesy in publishing on page 35 of PRINTERS' INK for Sept. 15th our letter of inquiry dated Aug. 27th, headed "A Poor Asset." I simply asked you for information and did not desire your published opinion as to the value of that asset or any other. The very nature of the inquiry should have indicated that. If that is your usual manner of treating correspondence, people will be very careful about asking of you such questions as business concerns are constantly propounding to each other.

Yours truly,

RUSSELL R. DORR.

ADVERTISING PAPER.

The importance of using good paper for catalogues and booklets can not be too frequently impressed upon the attention of advertisers. The usefulness of the most cleverly written matter and the most perfect illustrations is too often destroyed by poor printing, and the cause of poor printing is frequently the poor quality of the paper used.—*Advertising Experience.*

A WEEK'S WELCOMF.

LYNN, Mass., Sept. 21, 1897.

Editor of PRINTERS' INK:

The Merchants' Association of Lynn, Mass., known as the "Shoe City," has arranged for a grand carnival to be held the first week in October. The festivities commence Monday. Every day during the week there are to be half-hour band concerts in the two large parks of the city in the early morning and evening, followed immediately by an outdoor performance of an imperial Japanese troupe, engaged especially for the occasion by the business men and free to every one. On the afternoon of Monday will be a parade of the Independent Order of Odd Fellows. On Tuesday the Patriarch's Militant, with orders from many points in the State, will parade, and at 8 p. m. a grand illuminated and decorated bicycle procession will be formed. Wednesday will be Governor's day, with a parade of the trades in the afternoon. Gov. Wolcott will honor the occasion and hold a reception in the City Hall. Thursday there will be the annual parade of the Essex County Knights of Pythias. Friday the city government takes full charge of the features and attractions. A reception will be given to the municipal officers of all surrounding cities. Saturday the labor unions will parade. An electrical fountain will be in operation day and evening. The merchants will keep their stores open only during the intermission of the pleasures, and have promised to offer special bargains to buyers. The exhibition of Lynn-made boots and shoes will form a novel part of the gala week. A fine display will be made, and visitors are to be interested in the perfection of the product that has made Lynn famous the world over.

The enterprise shown by this little city right at the doorway of Boston is commendable, and it is estimated that thousands will visit Lynn for profit and pleasure during the week, as excursion rates have been arranged with the railways from ninety-eight cities and towns.

ARCHIE.

IN PHILADELPHIA.

PHILADELPHIA, Sept. 15, 1897.

Editor of PRINTERS' INK:

During the convention of Red Men held here Wm. H. Wanamaker, clothier, had a window filled with Indian relics, and his price tickets were in the form of red tomahawks on which was written, "This suit 8 furlongs," etc. A sign explained that "wampum" meant money and "furlong" dollar, and another said, "The Most for Your Wampum Here!" The window caught crowds for a week. John B. Stetson Co., hat manufacturers, attract many eyes to their windows by photographs of cricket players and foot ball enthusiasts. Many storekeepers vie with each other in displays of horse-show prizes, souvenirs of century runs, or boating trophies to get people to give attention to window goods. "Fresh Boy Wanted" appeared on a saloon front, the result of the "want" sign being pasted over a "Fresh Buttermilk" one. A fellow made eight feet tall by stilts and adorned Uncle Sam fashion finds profitable employment distributing advertising matter in crowded streets. The tricycle parcel delivery is employed by many firms, and others have handsomely liveried deliveries which never deliver goods, but are driven about as an ad. An aged negro with a tile hat has an armless coat of Brussels carpet on which a firm announce "Carpets cleaned on the floor."

F. A. PARTENHEIMER.

THE RESULT WOULD HAVE BEEN THE SAME.

Office of the
"BOWKER FERTILIZER COMPANY," }
43 Chatham St.
BOSTON, Sept. 20, 1897. }

Editor of PRINTERS' INK:

In some of the journals devoted to advertising, which it is popular with you to refer to as PRINTERS' INK's babies, illustrations have recently been printed that show the adoption of an idea by the Ripans Tabules people that was originated by another concern, but which was not copyrighted, and this has raised the question here: Would the result have been the same if the design had been marked "copyrighted"? As you are supposed to be in a position to at least hazard an opinion on the subject, we would like to ask you what influence, if any, a copyright would have on the Ripans advertisement originator, whose series of advertisements, by the way, may safely be said to be the most interesting now running. In our discussion here it has been claimed by some that a copyright would practically be no bar to their using any idea that struck their fancy, and by others it is thought it might be a reminder, at least, that permission to use might be asked of the owners. What is your opinion?

FRANK K. MILLER.

THEY DON'T TRY TO.

ALL LIVE ADVERTISERS HAVE IT.

NEW YORK NEWS ASSOCIATION,
Melville D. Landon (Eli Perkins), Pres. }
57 W. Seventy-fifth St.
NEW YORK, Sept. 17, 1897. }

Editor of PRINTERS' INK:

Please change the address on PRINTERS' INK from 28 E. Seventy-five to 57 W. Seventy-fifth street. It is the most interesting, entertaining, compact paper printed in the English language. How can an advertiser live without it?

ELI PERKINS.

USE ENOUGH WORDS.

Do not stint yourself in the use of words. Use all that you need to convey your meaning, even if it takes more space. It is not economy to save money in this way. If your descriptions are vague and stilted, if they do not convey the right meaning to your readers, if there is any opportunity for them to make a mistake in your meaning, your advertisement and the money you put into it are worse than thrown away. It is positively detrimental. Thousands of dollars have been lost by curtailing the words of a telegraphic message when the use of one or two extra words would have saved not only the money, but much trouble and annoyance.—*American Wool and Cotton Reporter.*

ELEMENTS OF SUCCESS.

The elements of success in mercantile life seem to be these: First, have something that people want; second, stand ready to sell your goods at reasonable prices; and third, and most important of all, let the general public know what you have for sale and the price. A merchant may have the best goods in the world and stand ready to sell at prices actually below cost, and if no one knows about it his goods may grow fast to the counters. Newspaper advertising is the best method of communication between merchant and customer.—*Hartford Globe.*

The advertising of a trotting association should be racy.



No. 1



No. 2

THE *Ad Book* of San Francisco reproduces these two pictures as illustrating how possible it is in a picture to give to the wearer of an advertised article an air of refinement or the reverse. No. 1, it says, was drawn by an artist who had not associated much with the best women, while No. 2 was sketched by one whose associations had always been with the most refined class. While the Little Schoolmaster does not see anything particularly valuable in the idea, it reproduces the pictures for what they may be worth.

PHOTOGRAPHING A WINDOW DISPLAY.

It is often very desirable to photograph a window display, but the difficulties attending this process are well known. Probably eight out of every ten pictures exhibited are failures, by reason of the annoying reflection in the plate-glass front, which the camera records with persistent accuracy. This defect, as well as the splotch of white where an electric lamp was allowed to burn during the exposure, is much exaggerated in any attempted reproduction for purposes of publication. One method to produce a good picture is merely a large black screen to cut off the reflected image. A commercial photographer of wide experience and high attainment has, however, been making experiments of late in this direction, and gives as the final result of his investigation the conclusion that perfect results are almost invariably secured if a very early hour, about sunrise, be selected, and the plate given a long exposure. At such a time, when the day is fine and still, the light comes from the east, low in the horizon, and the atmosphere seems also to possess a peculiar actinism of considerable help in producing a clear, sharp negative.—*Exchange.*

ORIGINAL MATTER.

Editor—No, we can't use your story; there's too much originality about it.

Author—Why, I thought you wanted original matter?

Editor—So we do, but we always draw the line at spelling.—*Chicago News.*

ADVERTISING IS A BUSINESS.

That advertising does not always pay is just as true as that the making of shoes is not always profitable. The same reason may usually be ascribed to both failures—bad management. Advertising requires as good management as does any important branch of business. What to say, how and where to say it, require expert knowledge. The relative value of mediums and their adaptability to the special line to be advertised can not be judged with any degree of accuracy by a novice. Advertising success is not an accident. Those firms who have considered their advertising expense as an investment that required the attention of a man of trained experience, and have done their advertising on this basis, have discovered the returns to be greater than from any other department of their business employing the same capital.—*Shoe and Leather Goods.*

HIS VIEW.

Junior Partner—I'm afraid to sell those goods, even on the bargain counter. We may lose the trade of everybody who buys them.

Senior Partner—Nonsense! Every woman who buys those goods will never stop trying to get square with us.—*Pack.*

A SPRING POEM.

Editor (gallantly)—You are a spring poem. Pretty Girl—Then, of course, you reject me. Good-bye.

And the editor could not apologize. She was gone.—*Griffin (Ga.) News.*

A BILL-POSTING GIRAFFE.

An old manager of a menagerie, in telling a reporter of the New York *Sun* how useful a giraffe was in bill-posting, especially in securing the consent of farmers to the use of their barns as billboards, said:

On the road we used to pick out, of course, the biggest barns to post bills on, paying for the privilege in tickets to the show. Sometimes people were perfectly willing to have the barn adorned with a beautiful picture, and again, there were people who came at us with pitchforks. So we used to send the giraffe ahead with the billboard brigade.

Many a farmer who has thought of getting down his shotgun when he saw men with buckets of paste and long-handled brushes, and with bags of bills over their shoulders, approaching his best barn, has thought twice about it when he saw them followed by an eighteen-foot giraffe, and has ended by standing in by sheer amazement while the men and the giraffe plastered his barn from end to end and from roof to cellar.

And it was extremely simple. A man would go up a light ladder and paint along with the paste up at the top under the eaves, and then the giraffe would hand him up two or three sheets of the bill. That's all.

The man on the ground would pick 'em out and hand them to the giraffe; the giraffe would bend down his long neck and take 'em in his mouth, and then lift up his head and straighten out his neck and hand 'em up to the man on the top of the ladder.

But that wasn't the biggest thing. When the men had slapped on the last sheet of the poster, and had picked up their buckets and the ladder and swung their bags over their shoulders, and handed the farmer some tickets, the giraffe, as they were moving away, would halt for a minute and then turn and run his head into the big window in the side or the gable end of the barn and take a bite from the haymow, and then follow along with the hay in his mouth, chewing it.

We taught him to do that; but to this day—and that was forty years ago—I don't suppose there's a farmer along that route, still living, but tells with pride how the big giraffe stood on the ground and ate hay out of his haymow.

HE WAS SURE.

Lady Customer—Are you sure this is real Ceylon tea?

Well-informed Young Salesman—Certainly, madam. Mr. Ceylon's name is on every package.—*St. Paul Trade Journal*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established 15 years; 2 cents a copy; sworn circ'n 4,200 copies. Reaches the best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE. Daily four pages. Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice-Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Osley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P. I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve's paper in city 40,000. LA COSTE, N. Y.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

THE Agent's Guide

NEW YORK

Circulates everywhere.
Published nine years.
None better for Agents
or Mail Orders.

Rates, 50c. a Line.

Forms close 25th.

Put **AGENT'S GUIDE** on your list.—Paper on file at all agencies.—Sample copy on request.

AGENT'S GUIDE,

P. O. Box 434,

NEW YORK.

THE EDITION OF

The American Messenger

for the months of October,
November and December
will be

60,000 COPIES
EACH MONTH.

Rates 30c. per Line, Gross.
Discounts for Time or Space.

American Tract Society,

PUBLISHERS,

10 East 23d Street, New York.

F. L. WEARE, Adv. Mgr.

Make . . .
Advertising
Pay



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban popula-
tion of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

THE TOLEDO Commercial

Established 1846.

Published Every Day in the Year. |

The COMMERCIAL presents
advertisers two important
features that should always
be considered when placing
an advertisement, viz.:

QUANTITY and QUALITY

A well-written advertise-
ment of an article of merit,
inserted in the COMMERCIAL,
would insure its being widely
read by people who have
daily needs and ability to
provide for them. Don't you
need some of this circulation
in your business?

W.E. SCOTT,
150 Nassau St., N. Y.
Eastern Representative.

THE GATEWAY

TO

700,000

HOMES.

LANE'S LIST of five papers is read by whole families. This year they have money. You can reach them best by advertising in October and November; just before the holidays. Rates, \$3 a line an insertion.

WALTER D. STINSON,

AUGUSTA, MAINE.

New England's Family Paper.

THE

Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was

23,443
¹⁰/₅₂

2. One-half of this circulation is in Maine; nine-tenths of it is in New England.

3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.

4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.

5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

Seven Years Ago

THE WHEELING NEWS came into existence. Since which time it has steadily advanced as a powerful factor in West Virginia journalism. It now occupies the enviable position of the leading daily family newspaper in the State. 40,000 people in Wheeling alone and a quarter of a million in the adjacent country can be reached through the use of this paper.

DAILY, SUNDAY, WEEKLY.

The only English evening paper in Wheeling.

38 Park Row,
NEW YORK.

H. D. LA COSTE,

Eastern
Manager.

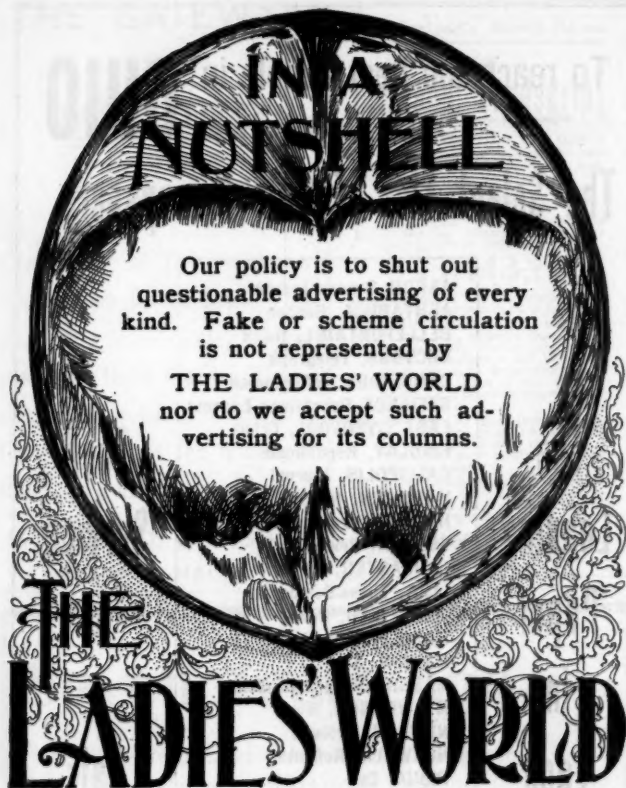
To reach the best people in **OHIO**
 USE
 The Select List of Ohio Newspapers.

The
 Leading
 Paper
 in
 Each
 Town.

AKRON, Beacon-Journal
 ASHTABULA, Beacon
 BELLEFONTAINE, Index
 BUCYRUS, Telegraph
 CAMBRIDGE, Jeffersonian
 DEFIANCE, Republican-Express
 EAST LIVERPOOL, Crisis
 FINDLAY, Republican
 GALLIPOLIS, Journal
 HAMILTON, News
 IRONTON, Irononian
 KENTON, News
 LANCASTER, Eagle
 LIMA, Times-Democrat
 MANSFIELD, News
 MARIETTA, Register
 MARION, Star
 MASSILLON, Independent
 MT. VERNON, News
 NEWARK, Tribune
 NORWALK, Reflector
 PIQUA, Call
 PORTSMOUTH, Times
 SALEM, News
 SANDUSKY, Register
 SIDNEY, Democrat-News
 SPRINGFIELD, Republic-Times
 WARREN, Chronicle
 WOOSTER, Republican
 XENIA, Gazette and Torchlight
 YOUNGSTOWN, Vindicator
 ZANESVILLE, Courier.

Good
 Service
 at
 a
 Fair
 Rate.

Honest Circulation Honestly Told.



**Mothers, Daughters, Cousins
and Aunts in**

400,000 HOMES

**read and are influenced by
this popular magazine.**

**It's a Moneymaker
for Advertisers.**

**S. H. MOORE & CO.,
23, 25 and 27 City Hall Place, - NEW YORK.**

. The Evening Post.

appeals to its readers most convincingly. No advertising which is in any way questionable is ever printed in its columns. The strength of the Evening Post as an advertising medium is exceptional.

(Office: Broadway and Fulton St., New York.)

The Peoria Transcript

Covers Central Illinois

more fully than any other paper. It has been the work of forty-one years to be able to do this.

These departments are scarcely touched by other Peoria papers: Society News, Woman's News, Railroad News, Labor News, Secret Society News, Improvement News, Music and Art News, Insurance and Real Estate News; but fully covered by the TRANSCRIPT, in addition to local and telegraph news complete. The TRANSCRIPT, therefore, is more read than any other paper, and because the most read, the best advertising medium. Not a prominent general advertiser is out of it.

Within the past few months over 1,000 new names have been added to the city list. If you want quality, quantity and returns use the TRANSCRIPT.

For rates and sample copies address
THE TRANSCRIPT CO., Peoria, Ill.

PHILIP RITTER, Eastern Representative,
1227 American Tract Society Bldg., N. Y.

"*La Presse* of Montreal, Can., has undoubtedly the largest daily circulation in Canada. It is the organ of the French-speaking Canadians, who compose 80 per cent of the total population of the Province of Quebec."
— PRINTERS' INK.

Facts

Proved Circulation.

Circulation should be proved to advertisers — *We prove* — Over 55,000 copies *printed, sold and read each day* — *Sworn statement.*

As compared with other French dailies.

The circulation of LA PRESSE is *eight* times larger than that of any French daily published in Montreal, in the Province of Quebec or in all British North America.

Largest in all Canada.

The circulation of LA PRESSE is larger than that of any newspaper published in Canada, either English or French, *without exception* — *We prove.*

Largest in America.

The circulation of LA PRESSE is larger than that of any newspaper printed in the French language in all Canada, the United States or Mexico — *We prove.*

La Presse

WRITE FOR
RATES.

Montreal, Canada

"The Knell of Parting Day"

may suggest to some a sorrowful sound, but it is just the time when the faithful flutter of the afternoon paper is heard in the land. . . . The largest and most important of all the Southern cities is

New Orleans

and its favorite afternoon paper the

States

Its circulation, { **Daily, - - - 12,496**
covering every { **Sunday, - - 13,120**
issue 1896, was { **Semi-weekly, 5,971**
as per facts and figures furnished all comers.

This paper reaches the houses and homes of ninety per cent of the English-speaking people of New Orleans. Rates much lower than either of the morning papers and circulation fully as great as either.

The S. C. Beckwith Special Agency

The Tribune Building, New York
The Rookery, - - - - Chicago

Our Field

THE
KANSAS
CITY
TIMES

Covers
These
States
In greater
Proportion
Than any
Other
Paper.

Missouri,
Kansas,
Oklahoma,
Indian
Territory,
Texas,
South-
Eastern
Nebraska.

If you are
Looking
For
RESULTS
You must
Include
THE
KANSAS
CITY
TIMES.

The biggest wheat and corn yield of the United States this year comes from the section traversed daily by 25,000 copies of THE KANSAS CITY TIMES. Write to-day for rates to

KANSAS CITY TIMES,

KANSAS CITY, MISSOURI,

Or THE S. C. BECKWITH SPECIAL AGENCY,

THE TRIBUNE BUILDING,
NEW YORK.

THE ROOKERY,
CHICAGO, ILL.

**The Favorite Newspaper
in Michigan**

is now, and has been so for 64 years,

**The Detroit
Free Press**

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is :

Daily,	-	-	36,323
Sunday,	-		47,331
Twice-a-Week,			100,495

Rates and sample copies on application
to the home office or to

R. A. CRAIG,
41 Times Building, New York City.



NO FARMER OR HIS FAMILY
ARE TOO BUSY TO READ...

Farm AND Home.

They take it, pay cash for it, and read it. It reaches the brawn, brains and money of the farming population.

They can rely upon the advertisers and gratify their wants and needs through its columns.

It is the leading agricultural semi-monthly of the country; caters to both sides of the family; ably and carefully edited, and has a sworn circulation.

EASTERN EDITION

Sworn Circulation

120,000 Copies.

WESTERN EDITION

Sworn Circulation

130,000 Copies.

The Phelps Publishing Co.,

SPRINGFIELD, MASS.

27 Worthington St.

CHICAGO, ILLINOIS.

204 Dearborn St.



The only Democratic Newspaper in Chicago.

See what Senator JONES, Chairman
Democratic National Committee, says:

DEMOCRATIC NATIONAL COMMITTEE.

OFFICE OF THE CHAIRMAN.

JAMES K. JONES, Chairman.
C. A. WALSH, Secretary.

915 M Street Northwest.

WASHINGTON, D. C., July 14, 1897.

THE CHICAGO DISPATCH is the only Democratic paper in Chicago. It made a gallant fight for Democracy and the free silver cause during the campaign and has kept up the good work ever since. It is deserving of the earnest support of loyal Democrats. We should do everything possible to assist and maintain our Democratic press. I earnestly recommend the daily and weekly CHICAGO DISPATCH to the support of Democratic readers and all those associated with us in the great work of the restoration of silver.

JAMES K. JONES,

Chairman Democratic National Committee.

Rates ten cents a line for either Daily or Weekly. You can begin when you like and stop when you like. Orders may be sent direct or through any responsible advertising agency.

The Chicago Dispatch,

115-117 FIFTH AVENUE, - - - CHICAGO, ILL.



AT THE BOLTON DRUG COMPANY, OF BROOKLYN, N. Y.

The Bolton Drug Co., of Brooklyn, is the largest dealer in proprietary medicines in a city having a million inhabitants. In answer to an inquiry concerning the sale of RIPANS TABULES, the buyer for this company recently said: "We sell lots of them, and the demand is steady and increasing all the time. When we first began to have calls we bought of a New York jobber, a quarter gross at a time; now we buy in five-gross lots direct from the manufacturers." When asked whether the Tabules were sold more to women than to men, he said: "The buyers were about equally divided, but the same people buy them over and over again. When they once begin they always come back for more. We will have a customer in here one day to buy a five-cent carton; a few days later he'll come in and get a fifty-cent box, and after that maybe a dollar bottle—physician's size. We sell a good many dollar bottles." When asked his opinion of the Tabules as a drug-gist, knowing what they are composed of, viz., rhubarb, ipecac, peppermint, aloes, nux vomica and soda, he said: "The formula is all right," and when asked to suggest a change that would be an improvement, he said: "It's all right just as it is."



THIS GREAT WEEKLY

Covers the entire country, and with it advertisers are able to reach any particular section they desire.

THE SWORN CIRCULATION IS

165,000 Each Week,

Divided as follows:

American Agriculturist, 72,000;
Orange Judd Farmer, 57,000;
New England Homestead, 36,000.

Rates are no higher than you would expect to pay for a medium like this and results are reasonably sure. Your interests are unprotected if you are not using one or more editions of this combination.

Orange Judd Company,

NEW YORK, CHICAGO, SPRINGFIELD, MASS.,
52 Lafayette Place. Marquette Building. 37 Worthington St.

Better than Salesmen

OFFICE OF "HERALD."

FARMINGTON, Mo., Sept. 20, 1897.

PRINTERS INK JONSON, 10 SPRUCE ST., NEW YORK CITY:

Dear Sir—In conversation with Mr. B. F. Russell, of the Steelville, Mo., *Mirror*, not long since, about inks, he recommended your inks very highly to me. He said you would duplicate *any* high-grade ink for \$1 per pound, and would furnish just as good ink for 25c. per pound as I could get elsewhere for \$2. I have decided to try you. Inclosed you will please find \$1, for which please send me $\frac{1}{2}$ lb. black gloss ink and $\frac{1}{2}$ -lb. black for all purposes. And if your goods are satisfactory, will give you a good-sized order.

Yours truly, J. J. LEWIS.

A few words from one publisher to another regarding the ink he uses will have more influence in securing orders than if agents were to cover the ground at regular intervals.

My whole business has been built up solely by advertising, and by just such recommendations as Mr. Russell gave to Mr. Lewis. Agents are paid to praise their inks whether they are good or bad, but publishers have no object in recommending my goods unless they are all I represent them to be.

I have filled upward of thirty-five thousand (35,000) orders, and in no case have I ever varied from my golden rule of getting cash in advance. This is a sufficient guarantee that my inks must be the BEST IN THE WORLD.

If they are not found as represented, I buy them back and pay all freight or express charges.

Send for my price list. Address

Printers Ink Jonson

8 Spruce St., New York.

The New York Tribune

AND THE

American Newspaper Directory.

Republished from PRINTERS' INK of May 7, 1890.

The *New York Tribune* has just entered upon the fiftieth year of its existence, and a recent number detailed the very interesting proceedings relating to the production of the first *Tribune*. The *Tribune* has always been a great paper, well and ably conducted, but never quite so much so as now. Since newspapers and advertising agencies are closely allied, it is proper in this connection to mention the fact that Messrs. Geo. P. Rowell & Co., the great advertising firm, commenced business just twenty-five years ago. Their American Newspaper Directory is a standard work. In the quarter of a century during which they have been in business, they have been known for their honorable and fair dealing. We congratulate this enterprising firm upon the success achieved.—*New York Observer*, April 17, 1890.

The following just and excellent notice of the American Newspaper Directory is copied from the *New York Tribune* of April 16, 1890:

NEW PUBLICATIONS.

A GREAT NEWSPAPER INDEX.

THE AMERICAN NEWSPAPER DIRECTORY. Twenty-second year. 8vo, pp.xxviii
1,452. George P. Rowell & Co., New York.

America is pre-eminently the country of newspapers. Their number and character are alike indicative of American intelligence. Last year the entire number of established periodicals published in the United States and Canada was 17,760. When it is considered that the first newspaper upon this continent was started in Boston less than 200 years ago, the significance of these figures is strikingly apparent. In reality the growth of American newspapers dates from the establishment of our National independence. No other country has witnessed anything that can be compared with it. The increase in the number of newspapers since the Civil War has been especially marvelous. But just what the number was thirty years ago it is impossible to say, because there was no complete list in existence. A few of the largest advertising agencies had private lists, but aside from the most important publications in the great cities these lists were chiefly local.

In 1869, however, the advertising agency of George P. Rowell & Co. determined upon the collection and publication of a so-called Newspaper Directory, which should embrace the mention of every publication in the country of a substantial and permanent character. The work has been continued since that time, the book swelling in size with the increase of the number of newspapers each year, until the present edition, which has just been issued and which is a small octavo volume of about 1,500 pages. The labor involved in the undertaking would be too great for successful results if it had not been a gradual growth during the twenty-two years. But, even taking that fact into account, the publication is a marvelous evidence of enterprise and industry.

The statistics disclosed by the volume are worthy of careful study by every business man who believes in the efficiency of printers' ink in the successful conduct of mercantile affairs. Of the entire 17,760 publications enumerated,

13,164 are weeklies, 2,191 are monthlies and 1,626 are dailies. The remainder, which are issued at various periods, are of slight importance for the large advertiser. Although the newspapers of Canada are included in the list, the entire number is only 812, so that about 17,000 periodicals are now published in the United States alone. The large number of weeklies is accounted for by the fact that that is the form in which the newspaper of a new or small community first appears. Therefore much the larger part of them are papers of small circulation; in fact, the weeklies of largest circulation are those connected with daily newspapers. New York State of course heads the other States in the number of publications, no less than 1,778 standing to her credit. Singular as it may seem, Maine claims for her newspapers the largest average circulation. The explanation of this anomaly is that at Augusta are printed several special publications that have no claim to the name "newspaper," but which are distributed over the country in immense numbers. Illinois is second in the number of publications issued, and Pennsylvania third.

The difficulties in the way of an accurate ascertainment of the respective circulations of these newspapers, for such a publication as this, we believe to be absolutely insurmountable. The publishers of the Directory, with a sublime confidence in the purity of the editorial conscience, offer to accept as true (in the absence of express proof to the contrary) such rating of the circulation of any newspaper as its editor or manager may vouch for in writing. It is perfectly evident to any one having familiarity with such matters, that this affords ample opportunity for unscrupulous newspaper managers grossly to exaggerate the circulation of their sheets. The honorable publisher can not enter into such a competition, and therefore frequently prefers not to give a statement of circulation to be placed in comparison with his less honest neighbor. The compilers of the Directory, of course, have to be on their guard lest any newspaper should, by its silence and concealment, secure the same advantages as others do by their exaggerated statements; consequently it need not cause surprise to the publisher who has furnished no statement that the circulation of his journal is underrated.

But despite these difficulties and the impossibility of obtaining absolutely true ratings, this publication affords much comparative information in regard to the proper disposition of advertisements among journals of the different classes. Making all allowances for inaccuracies, it is entirely certain that there are less than 400 newspapers and other periodicals in the United States that have a circulation exceeding 25,000 copies. If a business man wishes to restrict his advertising to a comparatively few journals of large circulation, he can select those of any particular locality, or those of the whole country. If he confines his advertising to daily newspapers he will have a still smaller number to examine, because he will find there are less than 500 dailies with a circulation exceeding 3,000 copies. The arrangement of the newspapers in these lists is so admirable that no time need be wasted. If it were practicable for George P. Rowell & Co. to make absolutely correct ratings of circulations, this would be an ideal publication for its purpose.

The above notice in connection with the conspicuous manner in which the *Tribune* lately reproduced from the *Journalist* the account of the progress of the American Newspaper Directory and its publishers through a quarter of a century, goes to show an exalted and well-founded appreciation on the part of the "Leading American Newspaper" for the "Only American Newspaper Directory." "Behold how good and how pleasant it is for brethren to dwell together in unity."

Price of Book, Five Dollars. Address

GEO. P. ROWELL & CO., Publishers,

10 Spruce St., New York.

A Last Year's Opinion.

The only publishers of a newspaper directory who now make any persistent and searching effort to give accurate circulation ratings, by a uniform and exacting test, are George P. Rowell & Co. And I recently read in a periodical printed in the interest of newspapers and advertisers a severe diatribe against these publishers "for a system of circulation-spying into the private affairs of newspapers which would not be tolerated against merchants," omitting the very significant difference, that if merchants were engaged in selling an article to the public and withholding a part of the promised measure, a common practice among newspapers, in relation to circulation, such merchants would soon find themselves behind the bars and the newspapers pursuing them like a Nemesis for obtaining money under false pretenses. If the publication of a directory by our association (The American Newspaper Publishers' Association) afforded promise of reform of this abuse, at once the most obstructive of all combined hindrances to the growth of advertising, a loud amen would be heard for the new plan, but, unfortunately, not even a majority of our own membership have as yet subscribed to the inevitable reform.

January, 1896.

W. J. RICHARDS, Mgr. Indianapolis News.

Has Never Advertised in the Newspaper Directory.

The Indianapolis News and the American Newspaper Directory have each been published twenty-eight years.

In no one of the twenty-eight years has the Indianapolis News ever advertised in the American Newspaper Directory to the amount of one cent.

In no one of the twenty-eight years has the American Newspaper Directory ever failed to state the circulation of the Indianapolis News exactly as I showed its circulation to have been.

New York, Feb. 15, 1897.

W. J. RICHARDS.

Copy of a Full Page Ad in the Directory for June, September and December, 1897.

The Indianapolis News has never felt the need of advertising in newspaper directories. We take this page at regular rates simply to signify our approval of the one Directory which has the ferret quality in quest of the chief thing which the public wants to know about newspapers—to wit, their circulation.

We like the American Newspaper Directory for the enemies it has made.

W. J. RICHARDS, Mgr. the Indianapolis News.

The Chicago News Expresses an Opinion.

Messrs. Geo. P. Rowell & Co.'s American Newspaper Directory has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead.

The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s American Newspaper Directory is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

Stanley Day has a Word to Say.

Some of the publications devoted to advertising subjects are kicking against the American Newspaper Directory, evidently coached by publishers who are too cowardly to quote or acknowledge their actual circulation. They have no reason to utter a word of reproach, but, on the contrary, if they would furnish a truthful statement for the only Directory of intrinsic value, they would aid the improvement of it still further.—*Advertisers' Guide, September, 1897.*

The September issue of the AMERICAN NEWSPAPER DIRECTORY is now ready. Price Five Dollars.

GEO. P. ROWELL & CO., Publishers,
No. 10 Spruce Street, New York.

OUT!



The American Newspaper Directory for 1897 (September Edition)

IS OUT—1176 PAGES

Price Five Dollars

(Sent by mail, Carriage paid,
on receipt of price),

Address

GEO. P. ROWELL & CO., Publishers,

No. 10 Spruce Street, New York.

December issue of the American Newspaper Directory

Corrections and advertisements intended for the December issue of the AMERICAN NEWSPAPER DIRECTORY must reach the DIRECTORY office on or before October 15th.

The DIRECTORY will be ready for delivery December 1st.

A publisher wishing to insert a statement in the *column with and following the description of his paper*, may do so at the nominal price of 50 cents a line, which price, if the order amounts to as much as \$10, will include a copy of the Directory, to be delivered at his own office, all carriage expenses prepaid.

An example is here shown:

EVENING EXPOSITOR, every evening except Sunday, and **SEMI-WEEKLY**, Mondays and Thursdays; democratic; daily four pages. 20x25, semi-weekly twelve pages 15x22; subscription—daily \$4, semi-weekly \$2.50; established—daily 1875, semi-weekly 1870; The Expositor Co., editors and publishers; circulation rating has varied from both daily and semi-weekly H in 1888 to daily E, semi-weekly L in 1896. *Actual average during 1896—daily 2,881, semi-weekly 2,935.* **Advertisement.**—The EXPOSITOR is issued daily (except Sunday) and semi-weekly. Daily is delivered by carriers throughout the colonies surrounding Fresno, and the larger towns in Fresno and adjoining counties; has the largest circulation of any paper in the San Joaquin Valley and is the best advertising medium in Central California. Rates and sample copies sent on application.

Small portraits or pictures of newspaper buildings will be inserted as heretofore for \$10 each, the price including copy of book delivered free. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. The cut must not exceed one inch in length or width, and is subject to the approval of the Editor of the Directory. An example is here shown:

EVENING WISCONSIN, every evening except Sunday, and **WISCONSIN**, Saturdays; republican; eight pages 18x24; subscription—daily \$4, weekly \$1; established 1847; The Evening Wisconsin Co., editors and publishers; circulation—daily E, weekly E. Has varied from daily D, weekly C, in 1892, to daily E, weekly E, in 1895. *Actual average of daily during 1896, 17,749.*



Display advertisements may also be inserted in the letterpress portion, on the same page with or opposite the description of the paper. One page, \$100; half-page, \$50; quarter-page, \$25. Display advertisements are accorded the best position remaining unsold at the moment the order is booked.

All orders are payable in cash when the book is delivered, but *five per cent may be deducted on orders amounting to ten dollars or more if cash is sent with the order.* Orders amounting to less than ten dollars *must* be paid for in advance.

A copy of the DIRECTORY will be sent free, carriage paid, to every advertiser whose order amounts to \$10 or more in the book. Address orders to

Publishers of the American Newspaper Directory, 10 Spruce Street, New York

American Newspaper Directory for 1897.

A CONFIDENTIAL INFORMATION BUREAU CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY for 1897, December issue, will be ready for delivery December 1st.

The subscription price for one copy is five dollars, as heretofore.

Orders are solicited for this issue, or for an annual subscription covering the four quarterly issues of the Directory, which will hereafter appear on the first day of March, June, September and December.

A yearly subscription will also include a subscription for PRINTERS' INK, a journal for advertisers, issued weekly.

The price of an annual subscription, as specified above, is twenty-five dollars; and the subscriber becomes a member of the Confidential Information Bureau of the AMERICAN NEWSPAPER DIRECTORY, and as such member, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, will be entitled to and allowed the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue.

Such confidential reports will be supplied to subscribers whenever called for.

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

SUBSCRIPTIONS ARE NOW SOLICITED.

Among the first subscribers to the Confidential Information Bureau were:

The President of the American Newspaper Publishers' Association.

The Royal Baking Powder Co., 100 William St., N. Y. City.

The Procter & Gamble Co., Cincinnati, Ohio.

Messrs. Wyckoff, Seamans & Benedict, 327 Broadway, N. Y. City.

The J. C. Ayer Co., Lowell, Mass.

Messrs. James Pyle & Sons, 436 Greenwich St., N. Y. City.

Our business in August was nearly 100 per cent larger than in the corresponding month of 1896.

This shows that advertisers know where to place their appropriation for Street Car advertising and that the medium is more popular than ever.

GEO. KISSAM & Co.

253 Broadway, New York.

In the cars of the

Brooklyn "L"

You get

Real display in a 16x24 or
16x48 inch card.

You can tell your story.

Your card is of an appropriate size for the cars.

You get service none others can give—and you get reasonable rates.

GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

35 SANDS ST., BROOKLYN.

Only One.

There is one advertising agency that is older than any other; that has inaugurated the methods and led the way to every improvement; whose acquaintance with publishers is best established and has been longest maintained; whose ratings and classifications of the newspapers are accepted and acted upon by all advertisers and all other advertising agencies; whose affairs are managed by young men who have passed their entire business life in the service.

If it appears that such an agency can be useful in placing your advertising.

Address

THE GEO. P. ROWELL ADVERTISING CO.,

No. 10 Spruce Street, New York.

